

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



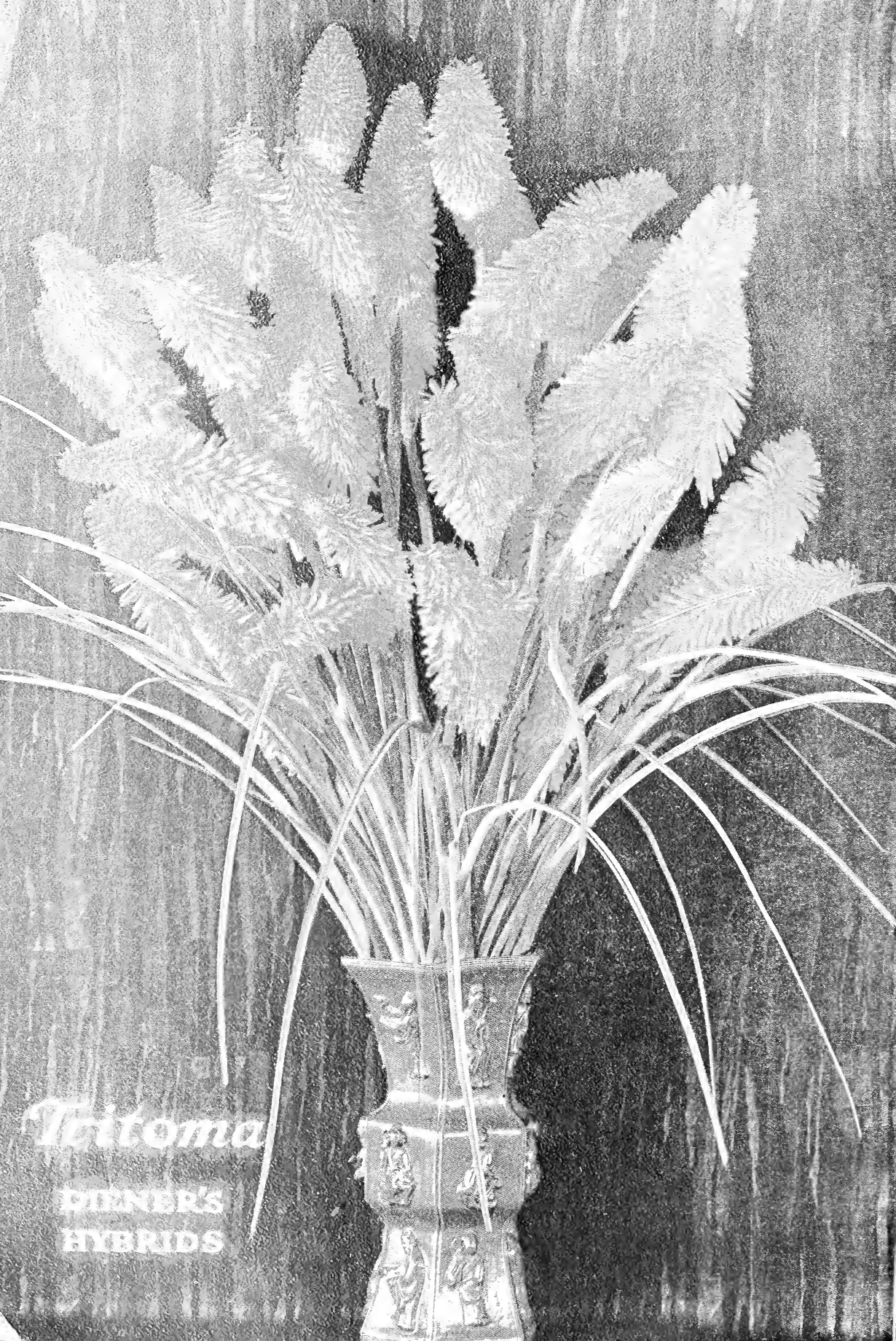
No. 305
J.A. CARBONE

1926 EDITION

RICHARD DIENER COMPANY

INCORPORATED

*Kentfield - Marin County
California*



Tritoma

DIENER'S
HYBRIDS

1926 Edition

ANNUAL CATALOG
and Price List

GLADIOLUS
PETUNIAS

AMARYLLIS, DELPHINIUMS
DAHLIAS

*and Other Horticultural and
Vegetable Specialties*



Richard Diener Company Inc.

KENTFIELD - MARIN COUNTY - CALIFORNIA

To Our Friends and Customers

Once again we extend our formal greetings to the world of flower lovers. To thousands among them, we are renewing an acquaintance begun many years ago. To other thousands, we are for the first time bringing our catalog of Diener floral originations.

In this 1926 edition there is much of interest to everyone who loves and works with flowers.

On Gladiolus and Petunias has been built the Diener reputation, today world wide. The other specialties which have been added to our line, have enhanced that reputation.

GLADIOLUS

In this catalog you will find your old favorites, as well as our 1925 novelties, at prices materially reduced below their introductory cost. We have several new seedlings which give promise of being as popular as the rest of the Diener creations; but these will not be listed until their values have been further tested.

There is no uncertainty or guess about the quality and beauty of Diener Gladiolus. The Symposium of the American Gladiolus Society have consistently honored Diener Gladiolus originations. According to the best available information Diener leads the world in number of high score and named varieties of Gladiolus he has originated.

No bulbs we have ever grown are more worthy of the high honors which Diener Gladiolus have won, than are those of our 1925 crop, listed in this catalog.

Up in Sonoma County, in the beautiful Valley of the Moon, loved and famed by Jack London, our bulbs have been grown on clean, new land. Culture was under the watchful, paternal eye of Richard Diener himself, and our bulbs are strong, healthy and true-to-name.

Before a new Diener variety is offered to the public, it has been proven with scientific exactness. More than twenty-five thousand seedlings—an almost incredible number—are used in the production of each new variety.

Each Diener variety has been tested from four to five years and no variety has less than five flowers open at once. The colorings are most magnificent and the blooms are of very large size.

We carry no other than the Diener varieties of Gladiolus which are listed herein. Owing to limited space, we are unable to describe them in detail. However, we aim to give a brief color description, and are using Ridgway's "COLOR STANDARDS AND NOMENCLATURE" as a guide.

In all parts of the world our productions have been exhibited and have been awarded highest honors. Visitors to our gardens have marvelled at the high perfection to which our varieties have been brought, and rightly so, as the perfecting and raising of new and meritorious novelties has been Mr. Diener's foremost occupation.

California grown bulbs will grow in all sections of the country as well as they do on our soil. Many of our customers write us that they have been advised against buying bulbs from California, it being claimed such bulbs will not produce elsewhere satisfactory growth and blooms. We positively deny this, and have many proofs from all parts of the United States, Canada and foreign lands, that our California bulbs, in those localities, do produce both blooms and bulbs of quality, size and quantity that will compare favorably with similar stock grown in our own state.

OUR NURSERY

Our principal nursery is located at Kentfield, Marin County, on the Redwood Highway, about fourteen miles from San Francisco. It may be reached by the Northwestern Pacific Railway or by automobile via the Golden Gate Ferry and the State Highway.

During the past year we have thoroughly developed our new property in Sonoma, about thirty-three miles north of Kentfield. This has been devoted largely to the production of our Gladiolus, Zinnias and Dahlias.

During our flowering season, extending from June to September, we have visitors from all parts of the world. We cordially invite all lovers of flowers to visit either of our gardens.

Cordially yours,

RICHARD DIENER COMPANY, INCORPORATED.

Terms of Sale

Prices in this catalog cancel all previous quotations.

While we exercise the utmost care to have our stock true to name, we give no warranty, expressed or implied, as to crop, and will not be responsible for results, other than to replace stock not true to name. However, we will not replace bulblets not true to name, except in instances where the single bulb is \$1.00 or over.

Bulbs found to be untrue to name should be returned, and we will replace the number so returned free of charge.

Payment must accompany the order or be received by us before stock is shipped. We will accept unused United States Postage Stamps up to the value of \$2.00, but will not ship unauthorized C.O.D. orders.

We prepay packing and shipping charges on all seed orders; and on all gladiolus bulb orders for more than one dollar. Add fifty cents for postage and packing to bulb orders for a lesser amount.

Plants will be sent by Express, charges collect. If any of our customers prefer to have shipments made by Parcel Post, special instructions should be given to this effect. Additional charges will be made for this service as follows: For packages delivered to points west of the Mississippi River, add 15% to the amount of the order; for packages delivered east of the Mississippi River, add 25%.

Order Early

The stock of many of our recent varieties of Gladiolus, as well as some of our new creations in other lines, is reduced or exhausted very early in the season. We therefore suggest that our friends place their orders as early as possible.

We strive to fill all orders on the day they are received. This cannot always be accomplished during the busy spring months. In case of unusual delay we will acknowledge the order and advise the customer of the date it will be forwarded. We will always acknowledge orders calling for delayed delivery.

Our goods are carefully packed and there is little danger of freezing in transit. If, however, they are received in freezing weather the packages should be left in a cool, frost-protected place for about two weeks before opening. This will insure a slow thawing, should their contents be frozen, and will reduce the danger of injury.

Canadian Customers Please Note

In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery, and we ask you, in the event of an order, to secure this permit, advising us of the number, that we may mark it on the outside wrapper.

Join the American Gladiolus Society

If you are a lover of Gladiolus and are looking for detailed information concerning this wonderful flower, become a member of the AMERICAN GLADIOLUS SOCIETY. Send your application with \$2.00 to the Secretary, Mr. John C. Davis, 77 South Avenue, Rochester, New York.

Gladiolus Culture

Soil

Gladiolus will grow in almost any kind of soil, but a heavy clay loam containing some sand, seems to be best for them. The ground should be well spaded in the spring, and if it is not rich enough, some bone meal, or old, well-rotted manure should be spaded under.

Planting

The depth that bulbs should be planted will vary with local weather conditions. Where there is a heavy rainfall and strong winds, they may be planted as deep as three inches; this will tend to keep the flower spikes from bending and breaking. Under average conditions we find the best results are obtained when they are planted about an inch deep. Bulblets should not be covered with more than half an inch of soil. They will grow faster if the outer hard shell is removed just before planting.

As Gladiolus have their enemies in insects and fungi, it is well to dip the bulbs before putting them into the ground. For this purpose use one part of 40% Formaldehyde Solution to one hundred parts of water. The bulbs should be left in the solution for from three to five minutes immediately before planting.

If the leaves are too pale when they develop, sprinkle the ground about with a little Scotch Soot or fresh Portland Cement.

Planting may be done from April to the first of July (in Southern districts from January to July). If this is done at intervals of ten days to two weeks, blooms may be enjoyed until late fall. Gladiolus bulbs should be planted in the full sun, as shade prevents them from attaining full perfection of size and color.

We do not recommend heavy fertilizing. This treatment will increase the size of the flower, but tends to lessen the vitality of the bulb. Top fertilizing with equal parts of dry blood and bone meal, to be worked in with a hoe, will give the best results.

Cultivating

At all times from planting until the bulbs are taken up, the ground should be well cultivated, kept loose and free from weeds and other foreign growth. When spikes are heavy with buds and blossoms they may be bent or broken by wind or rain. The following offers a simple method of minimizing this danger. Set stock out in rows, and on each side of the row drive stakes from four to six feet apart, and securely fastened to these, run two lines of wire properly spaced to support the spikes.

Watering

Newly planted bulbs should not be watered until the foliage has reached a height of six or eight inches. From this time until a month after the flowering season the ground around them should be kept thoroughly moist. Care must be taken to avoid having moisture on the buds and blossoms while they are exposed to warm sunshine. It is therefore well to apply water to the lower part of the plants and to do the watering only during the early morning or evening hours.

Cutting, Digging and Curing

When cutting flowers be very careful that at least four leaves are left on the bulb. This will preserve its life; if it is stripped of its leaves it cannot survive. It is best to let seed pods form on the spike if a strong bulb is desired for reproduction.

Bulbs should be dug when the seed pods are all formed and the spikes begin to wither. They should be lifted with the leaves attached and stacked in the open with the bulbs together and the leaves facing the same way. The bulbs should be covered with burlap to prevent injury from the direct rays of the sun. The leaves will draw much moisture from the bulbs and assist them to ripen. If the weather prevents this treatment, they may be cured in any thoroughly dry place. After ten days or two weeks the leaves should be cut away and the bulbs left in a protected place for another period of ten days or two weeks. At this time the new bulbs should separate easily from the old ones. If they do not, more drying is necessary.

When the proper time arrives the bulblets should be taken off and stored for the next planting. The outer husks should be taken off the bulbs, leaving them with a clean silky appearance. They should be stored in a dark frost-proof place in boxes not deeper than six inches and so constructed as to insure a free circulation of air.

Named Gladiolus Originated by Richard Diener

The following is an alphabetical list of the Gladiolus created and named by the Richard Diener Company. A brief description and the price of each will be found under the number following the name in the complete list which begins on page 6. We consider those marked with a star to be our most valuable commercial varieties.

Alma	184	Lagunitas	355
Aloha	5	La Marr, Barbara	414
Altamyra	190	La Paloma	346
Arabella	387	Lillie, Sarah	4
*Armsby, Mrs. J. K.	67	Lohrman, Mrs. Richard	312
*Ashe, Emile	199	*London, Jack	38
Atlantis	174	London Smoke	221
Beale, Mrs. Truxton	180	*Loreley	330
Bechman, Mr. Henry	335	Lucia	317
Beethoven	395	Marin	236
Belvedere	234	Mars	349
*Bennett, Dr. F. E.	336	McAvoy, May	345
Bolinas	244	McGavin, William	324
*Bothin, Mrs. H. E.	191	McNally, Myrtle	19
Bubbles	328	Mexico	396
Burke, Caroline Frear	90	Michelena, Beatriz	277
*Burke, Mrs. Mary Stearns	188	Moonbeam	329
California Giant	257	Moore, President C. C.	31
*Carbone, J. A.	305	Moore, Colleen	403
Carmelita	361	*Nectarine	283
Caruso, Enrico	393	*Negri, Pola	293
Casement, Sir Roger	203	Nixe	380
Cattlaya	367	Nolene	358
Christ, Mr. Frederick	373	Olson, Esther	320
Coffin, Lillian Harris	70	Papilio	268
Collins, Ina	102	Pasadena	226
Compson, Betty	342	Patti, Adelina	272
Costa Rica	187	Phini	282
Cothran, Dr. Lincoln	39	*Phipps, Mr. W. H.	331
Cothran, Mrs.	145	Phylos	326
Coulter, John Merle	82	Plath, Gladis	311
Cunningham, Mrs. Robert	297	Queen of the Night	50
Dean, Priscilla	388	Radio	405
DeGuigne, Mr. Christian	416	Richardson, Mrs. Willard	83
Del Monte	281	*Rose Ash	332
*Diener, Richard	96	*Rosenthal, Dr. Adolph	327
*Diener's American Beauty	23	Ross Valley	193
Diener's White	166	Rubens, Alma	363
Dohrmann, Mrs. A. B. C.	372	Salome Jane	240
*Douglas, Mrs. Leon	175	San Anselmo	22
*Eberius, Anna	10	San Francisco	369
Edison, Thomas A.	237	San Jose	304
Eldiva	220	Sausalito	9
Elf	321	Shaw, Bernard	276
Elsie Rose	101	Sierra	117
Esberg, Caroline	266	Sills, Milton	375
Eudora	334	Sisson, W. A.	313
Fairfax	32	Skiff, Dr. Frederick J. V.	165
*Farrar, Geraldine	338	*Spreckels, Mrs. Rudolph	285
Fay, Miss Maud	176	Stahlbaum, Mimi	246
Fernekes, Martha	216	Storm King	401
Field, Joseph	177	Sunset	13
*Flame	232	*Symmes, Frank J.	204
*Ford, Henry	339	Taylor, Ruth	286
Fredericks, Victoria	241	Tehama	376
Fredericks, Pauline	398	Thompson, Anne	265
Geisha	269	Todd, Helen	196
*Gerberding, Elizabeth	189	Torador	365
Gish, Lillian	394	*Valdeman, Thais	354
Hampton, Hope	386	*Vanderbilt, Mrs. Newell	113
Hardee, Elizabeth	315	Venus	29
Hawaii	173	Victory	192
Heart of Juanita	107	*Virginian	337
Heinck, Mme. Schumann	415	Waikiki	341
*Hess, Katharine F.	318	*Walsh, Mrs. John R.	202
Hubbard, Mable	98	Webb, Jonathan	193
*Hyde, Mr. H. A.	200	Webb, Lillian	186
Ibanez, Blasco	295	Wells, H. G.	391
Isolene	408	Whitney, D. J.	24
*Jordan, David Starr	205	Williams, Kathryn	374
*Kent, Adeline	136	*Wistaria	383
Kent, Mrs. William	1	Wotan	382
*Kent, Thomas T.	130	Yolo	378
*Kent, William	206	Yosemite	218
Krausgrill, Norma	89	Zoe	211

Gladiolus Price List

Prices include packing and shipping charges on all orders for \$1.00 or more. On smaller orders add 50c for postage and packing.

Bulbs and bulblets will be sold only in the amounts given under each particular variety.

As bulbs of various varieties of Gladiolus are not uniform in size we cannot properly list them by measure. We therefore divide them into three grades according to the size normal to each variety. The fourth size is the "bulblet." By this we mean the corm or bulblet that develops on the growing bulb. These, in general, are about the size of an ordinary garden pea and are covered with moderately hard shells.

Please Read Very Carefully Before Ordering

We shall be glad to make up special assortments of bulbs for our customers who may ask our aid in deciding what to plant. Send us the amount of money you desire to invest in bulbs, state your preference of colors, the number of bulbs desired, and we will make up the best assortment possible.

Orders should be sent in early to insure getting the varieties desired, as our stocks are not all of the same size and some varieties may be exhausted early in the season. Please use order sheet enclosed in the catalog for this purpose.

Substitution

If any variety is out of stock, we will substitute a similar variety unless otherwise instructed.

No. 1. "MRS. WILLIAM KENT"

	Bulbs	½ size	¼ size	Bulblets
Colors ranging from rose to shrimp pink, overlaid and striped with deeper rose pink. Throat straw colored mottled with ruby. The color of this variety is exquisite and suitable for cut flowers. Of rapid growth and a heavy propagator. Flowers are large and spikes tall. Not more than one dozen bulbs to a customer.	Each .25
	Dozen 2.50	1.25	.65

No. 4. "SARAH LILLIE"

	Bulbs	½ size	¼ size	Bulblets
Reddish lavender; throat ruby mottled with white. Flowers large and spikes well built.	Each .15
	Dozen 1.00	.50	.35
	Hundred 7.50	3.75	1.90	1.00

No. 5. "ALOHA"

	Bulbs	½ size	¼ size	Bulblets
Ground color is a deep rose pink with the tips of the petals shading into carmine. Ruby lip speckled with silver. Flowers are very large and well open.	Each .50	.25
	Dozen 5.00	2.50	1.25
	Hundred 40.00	20.00	10.00

No. 9. "SAUSALITO"

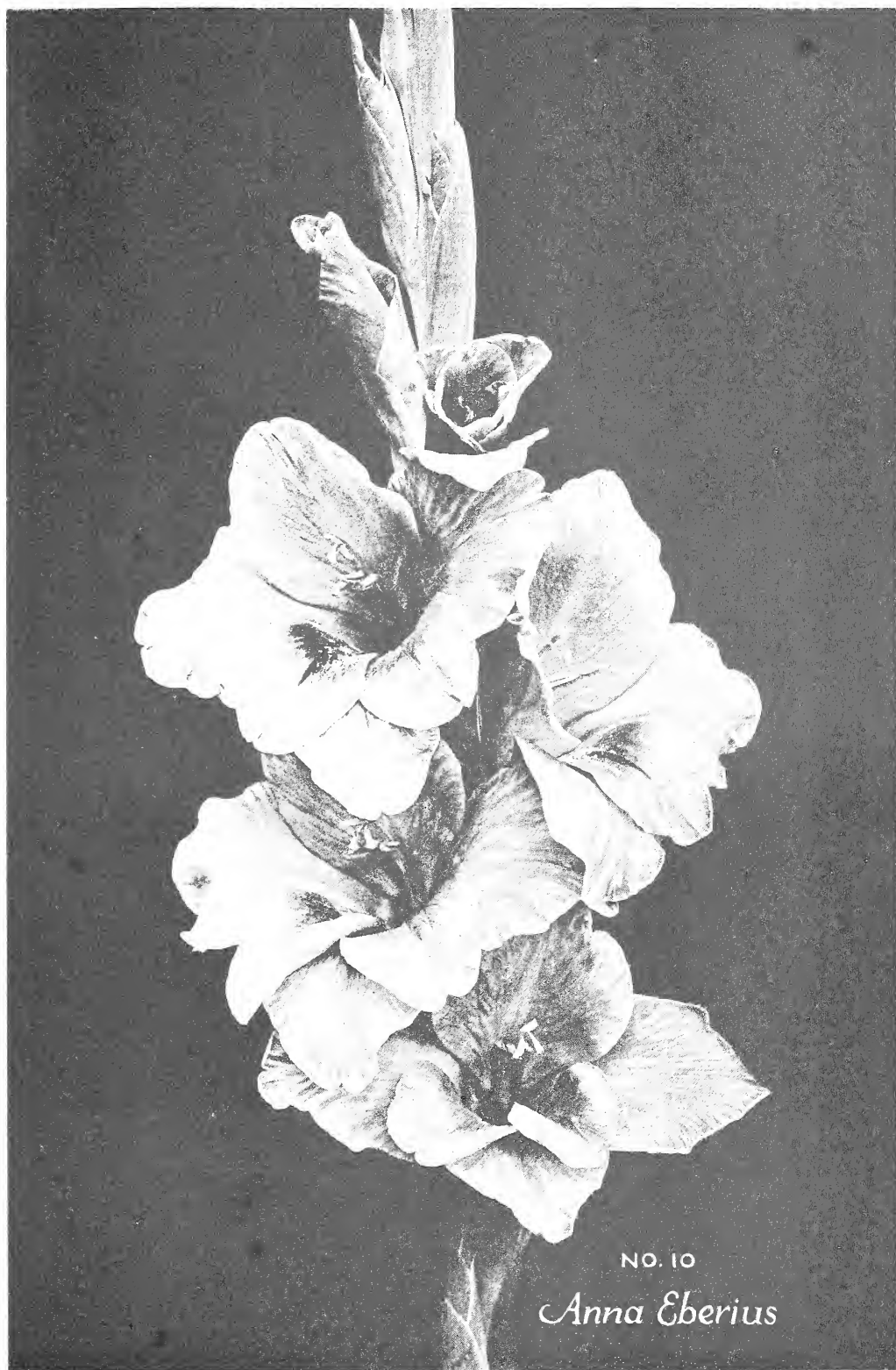
	Bulbs	½ size	¼ size	Bulblets
Rose pink overlaid with bright geranium pink. Magenta throat speckled with white. Flowers very large and heavily ruffled.	Each .25
	Dozen 2.00	1.00	.50
	Hundred 16.00	8.00	4.00	2.00
	Thousand	16.00

*No. 10. "ANNA EBERIUS"

	Bulbs	½ size	¼ size	Bulblets
Deep Rhodamine purple, shading into very deep bordeaux center. This variety has created a sensation everywhere with growers and amateurs alike. Not more than one dozen bulbs to a customer.	Each .25
	Dozen 2.00

No. 13. "SUNSET"

	Bulbs	½ size	¼ size	Bulblets
Pale rosy pink overlaid with cerise. Delicate canary throat. Large blooms and very long spikes.	Each .25
	Dozen 2.00	1.00	.50
	Hundred 16.00	8.00	4.00	2.00
	Thousand	16.00



NO. 10

Anna Eberius

No. 19. "MYRTLE McNALLY"

	<i>Bulbs</i>	$\frac{1}{2}$ size	$\frac{1}{4}$ size	<i>Bulblets</i>
Cream with touches of rose pink on the edges. Ruby center with canary lip heavily ruffled.	Each .25	-----	-----	-----
	Dozen 2.50	1.25	.65	-----
	Hundred 20.00	10.00	5.00	-----

No. 22. "SAN ANSELMO"

	<i>Bulbs</i>	$\frac{1}{2}$ size	$\frac{1}{4}$ size	<i>Bulblets</i>
Pure white delicately penciled with ruby pink. Flowers very large and free. Fine for cut flowers.	Each .10	-----	-----	-----
	Dozen 1.00	.50	.25	-----
	Hundred 8.00	4.00	2.00	1.25
	Thousand -----	-----	-----	8.00

*No. 23. "DIENER'S AMERICAN BEAUTY"

	<i>Bulbs</i>	$\frac{1}{2}$ size	$\frac{1}{4}$ size	<i>Bulblets</i>
Brilliant American Beauty color. Throat creamy yellow striped with ruby. One spike opening a large number of flowers at one time forms an immense bouquet. Flowers very large.	Each .75	.40	-----	-----
	Dozen 7.50	4.00	2.00	-----
	Hundred 60.00	32.00	16.00	-----

No. 24. "D. J. WHITNEY"

	<i>Bulbs</i>	$\frac{1}{2}$ size	$\frac{1}{4}$ size	<i>Bulblets</i>
Geranium pink with salmon and rose shading. Lower petals lemon yellow with carmine, opens in a full custer at the apex of the stem, giving the appearance of a canna. Earliest of all, good for forcing.	Each .75	.40	-----	-----
	Dozen 7.50	3.75	1.90	-----
	Hundred 60.00	30.00	15.00	-----

No. 29. "VENUS" (1925)

	<i>Bulbs</i>	$\frac{1}{2}$ size	$\frac{1}{4}$ size	<i>Bulblets</i>
Pure white, lower petals showing faint traces of sulphur yellow and distinct stripes of true purple. Edges heavily ruffled. Very long spikes.	Each 10.00	5.00	-----	-----
	Dozen 100.00	50.00	-----	-----

No. 31. "PRESIDENT C. C. MOORE"

	<i>Bulbs</i>	$\frac{1}{2}$ size	$\frac{1}{4}$ size	<i>Bulblets</i>
Begonia rose striped with blackish red purple, also some spots of steel blue. Nice long wiry spikes with large flowers well placed.	Each .15	-----	-----	-----
	Dozen 1.00	.50	.25	-----
	Hundred 8.00	4.00	2.00	1.25
	Thousand 60.00	30.00	15.00	8.00

No. 32. "FAIRFAX"

	<i>Bulbs</i>	$\frac{1}{2}$ size	$\frac{1}{4}$ size	<i>Bulblets</i>
Solid magenta. Lower petals deep ruby circled with cream.	Each .15	-----	-----	-----
	Dozen .75	.40	.20	-----
	Hundred 6.00	3.00	1.50	1.25
	Thousand 48.00	24.00	12.00	6.00

*No. 38. "JACK LONDON"

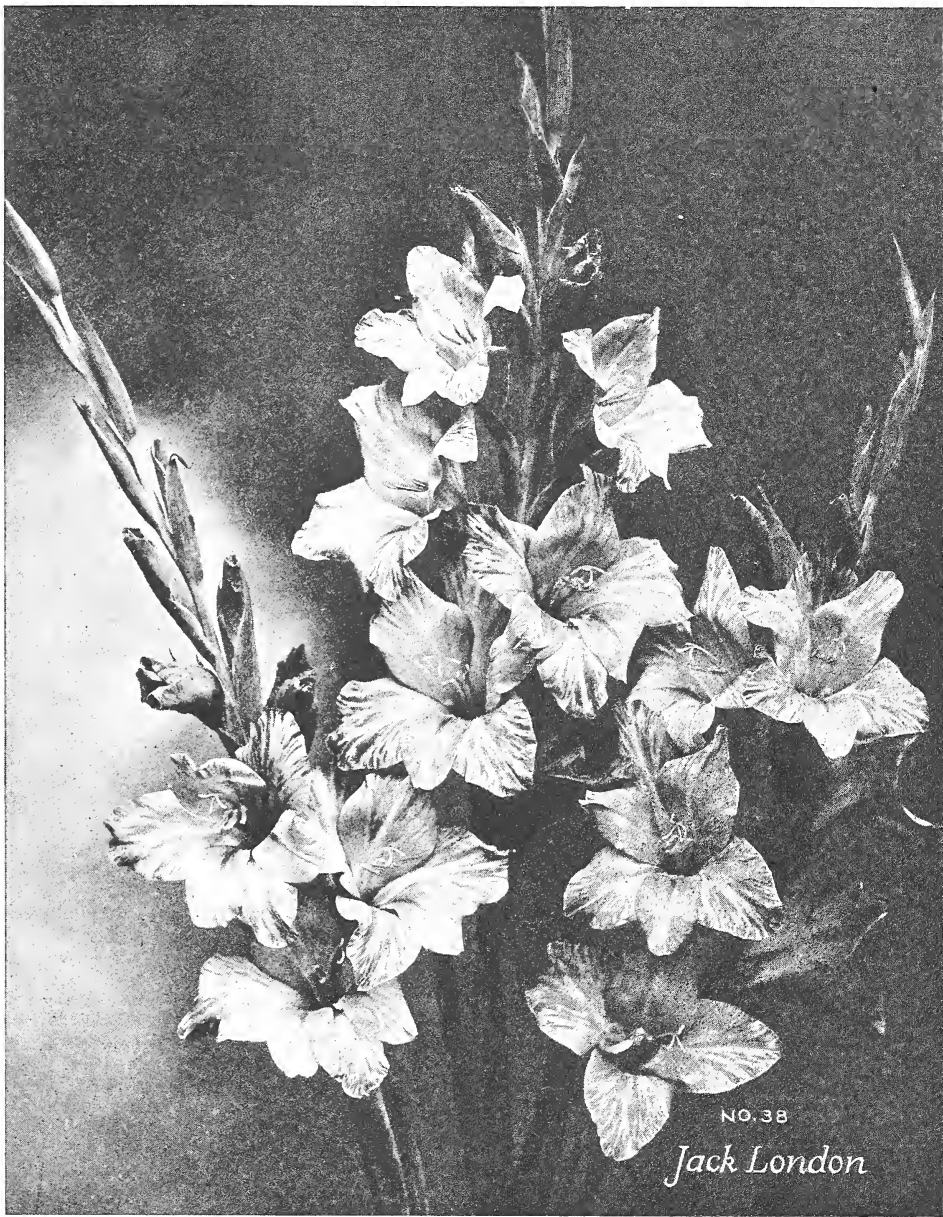
	<i>Bulbs</i>	$\frac{1}{2}$ size	$\frac{1}{4}$ size	<i>Bulblets</i>
Light salmon with vermillion stripes. Canary yellow throat with ruby stripes. Our best commercial variety and largest propagator. It is perfect in every way. As a cut flower it is our most profitable variety, as we have never been able to supply the demand. Even the smallest bulblet will bring a four-foot spike, five months after planting.	Each .25	-----	-----	-----
	Dozen 2.00	1.00	.50	-----
	Hundred 15.00	7.50	3.75	2.00
	Thousand 120.00	60.00	30.00	15.00

No. 39. "DR. LINCOLN COTHRAN"

	<i>Bulbs</i>	$\frac{1}{2}$ size	$\frac{1}{4}$ size	<i>Bulblets</i>
Salmon pink overlaid with steel blue. Yellow lip. Fine form and bloom. Not more than one bulb to a customer.	Each .25	-----	-----	-----

No. 50. "QUEEN OF THE NIGHT"

Deep maroon, almost black. Flowers very large and open. Withdrawn to increase stock.



THE ABOVE THREE SPIKES WERE DERIVED FROM ONE SINGLE INCH AND A HALF BULB

Mr. C. E. Oldacre of Toronto, Canada, writes us the following:

"Meritorious articles deserve favorable notice and commendation and that applies to your Gladioli. Of some forty varieties, most of which are considered the cream of the Gladioli world, which I had this year, your No. 38 Jack London is right up in the front ranks with all points considered. Neither your short catalogue description, nor your colored illustration of same does this flower justice.

"It is of great substance, a most beautiful color or color combination, and the individual flowers are well placed, forming a shapely, erect spike, which carries five to seven wide open flowers at a time that makes a bouquet in itself. More than this, it seems to be a most lasting variety, as the individual flowers retain their true color for twice as long a period as do many others. No. 38 is easily the top-notch in its color class and should be one of any first-class selection of varieties.

"When friends were looking over my Glads the question was asked as to what six varieties were the most admired and No. 38 was always one of the six that were chosen."

*No. 67. "MRS. J. K. ARMSBY"

Coral pink, delicately penciled with vermilion near the edges. Throat cream, speckled with ruby. Flowers very large, a great many opening at one time, and of great lasting quality. This is one of our finest productions and is sure to satisfy any critic.

	Bulbs	½ size	¼ size	Bulblets
Each	1.00	.50	.25	-----
Dozen	10.00	5.00	2.50	1.25
Hundred	80.00	40.00	20.00	10.00

No. 70. "LILLIAN HARRIS COFFIN"

Shrimp pink overlaid with peach. Lower petals lemon yellow with dashes of ruby. Long spikes, very fine cut flower variety. Not more than one bulb to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	1.00	-----	-----	-----

No. 82. "JOHN MERLE COULTER"

Rich scarlet red, almost black throat. Petals of velvet texture, flowers large and flaring. Beautiful variety.

	Bulbs	½ size	¼ size	Bulblets
Each	.25	-----	-----	-----
Dozen	2.00	1.00	.50	-----
Hundred	16.00	8.00	4.00	-----

No. 83. "MRS. WILLARD RICHARDSON"

Deep crimson, maroon center. Petals of very heavy texture. Large flaring blossoms. An unexcelled red that does not fade. Not more than one dozen bulbs to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	.25	-----	-----	-----
Dozen	2.50	1.25	.65	-----

No. 89. "NORMA KRAUSGRILL"

Light rose pink with deep strawberry stripes. Lemon yellow splashes on lower petals covered with spots of ruby.

	Bulbs	½ size	¼ size	Bulblets
Each	.75	.40	-----	-----
Dozen	7.50	3.75	1.90	1.00
Hundred	60.00	30.00	15.00	7.50

No. 90. "CAROLINE FREAR BURKE"

Ground color white, overlaid with rose pink. Brilliant ruby lip.

	Bulbs	½ size	¼ size	Bulblets
Each	.15	-----	-----	-----
Dozen	1.00	.50	.25	-----
Hundred	8.00	4.00	2.00	1.25

*No. 96. "RICHARD DIENER"

Pure geranium pink with a slight sprinkling of ruby on creamy yellow center. Large flaring blossoms, rivaling an orchid in beauty. The acme of perfection in coloring. This variety has created a sensation wherever shown.

	Bulbs	½ size	¼ size	Bulblets
Each	.50	.25	-----	-----
Dozen	5.00	2.50	1.25	-----
Hundred	40.00	20.00	10.00	5.00

No. 98. "MABLE HUBBARD"

Pure white lower petals tinged with sulphur yellow, covered with a violet spot. Very fine spikes. Withdrawn to increase stock.

No. 101. "ELSE ROSE"

Light mallow pink overlaid with light ruby. Creamy yellow throat. Orchid flowering. Extra fine. Withdrawn to increase stock.

No. 102. "INA COLLINS"

Tyrian pink, striped and spotted with cerise and deep lilac. Lip has circle of primrose edged with light ruby. Orchid flowering. Withdrawn to increase stock.



No. 113—"MRS. NEWELL VANDERBILT"

No. 107. "HEART OF JUANITA"

Deep cherry scarlet. Crimson and white throat. A very beautiful variety that does not fade in the sunlight. One of the best dark colored varieties.

	Bulbs	½ size	¼ size	Bulblets
Each	.25	-----	-----	-----
Dozen	2.50	1.25	.65	-----
Hundred	20.00	10.00	5.00	2.50

*No. 113. "MRS. NEWELL VANDERBILT"

Light salmon pink, heavily ruffled. Throat sulphur yellow, mottled and striped with crimson. Large flowers, clean grower and A-1 variety.

	Bulbs	½ size	¼ size	Bulblets
Each	.50	.25	-----	-----
Dozen	4.00	2.00	1.00	-----
Hundred	32.00	16.00	8.00	4.00
Thousand	-----	-----	-----	30.00

No. 117. "SIERRA"

Cream, speckled and striped with rose and lilac. Yellow and ruby lip. Flowers large and very heavily ruffled. Strong spikes. Not more than one bulb to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	1.00	-----	-----	-----

*No. 130. "THOMAS T. KENT"

Shell pink overlaid with strawberry. Crimson streak on each petal. Very vigorous in growth. This is one of our largest varieties and heaviest propagators. Spikes very tall. It has proven a favorite everywhere.

	Bulbs	½ size	¼ size	Bulblets
Each	.25	-----	-----	-----
Dozen	2.00	1.00	.50	-----
Hundred	16.00	8.00	4.00	2.00
Thousand	120.00	60.00	30.00	15.00

*No. 136. "ADELINE KENT"

Delicate light rose pink, heavily ruffled from edges to center. Orchid coloring ranging from flesh to new rose on the outer edges. Throat straw color with ruby dashes. This is one of the most beautiful ruffled gladiolus in existence. Flowers are large and appear on nice long spikes. Not more than one bulb to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	.50	.25	-----	-----

No. 145. "MRS. COTHRAN"

Corinthian red and ashes of roses. Very iridescent. An odd color. Fine long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	.25	-----	-----	-----
Dozen	2.50	1.25	.65	-----
Hundred	20.00	10.00	5.00	-----

No. 165. "DR. FREDERICK J. V. SKIFF"

Clear flesh pink with light ruby center, sometimes slightly striped with light ruby and rose pink. Strong vigorous growth, abundant foliage. One bulb will very often bring up to 130 perfect flowers six inches in diameter. AWARDED GOLD MEDAL at P. P. I. E., 1915. Not more than one bulb to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	.25	-----	-----	-----

No. 166. "DIENER'S WHITE"

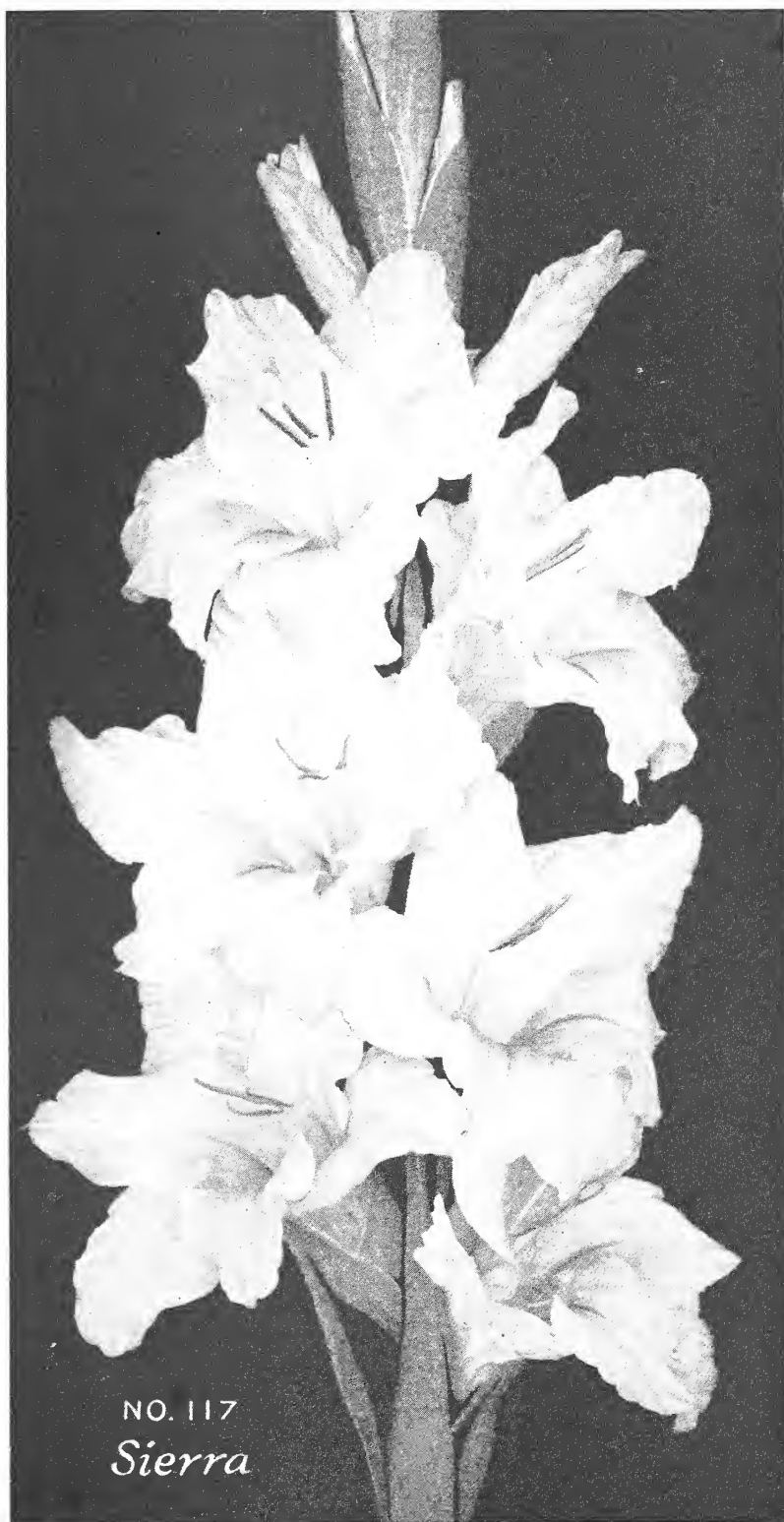
Milk white with a faint touch of pink in the throat. Lower petals overlaid with pale orchid. Flowers extra large. AWARDED GOLD MEDAL at P. P. I. E., 1915. Not more than one dozen bulbs to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	.50	.25	-----	-----
Dozen	5.00	2.50	1.25	-----

No. 173. "HAWAII"

Rose pink fading into a lighter center. Lower petals crimson outlined with white. Clean grower, elegant spikes, flowers large.

	Bulbs	½ size	¼ size	Bulblets
Each	.50	.25	-----	-----
Dozen	4.00	2.00	1.00	-----
Hundred	32.00	16.00	8.00	-----



NO. 117
Sierra

No. 174. "ATLANTIS"

	Bulbs	½ size	¼ size	Bulblets
Geranium pink overlaid with vermilion. White center with huge spots of scarlet and a deep crimson stripe through the lip. Very large flowers and when open are like Amaryllis. Long spikes.	Each .50	.25
	Dozen 5.00	2.50	1.25
	Hundred 40.00	20.00	10.00

*No. 175. "MRS. LEON DOUGLAS"

	Bulbs	½ size	¼ size	Bulblets
Ground color begonia rose striped with flame and brilliant scarlet. Lip pale lemon slightly speckled with ruby. The size of the flowers, we believe, are the largest in existence, and all are very open and well set on long spikes. Spikes are extra long and have up to as many as seven side spikes on each main one. Bulbs are of very large size. One of our finest varieties.	Each 1.00	.50	.25
	Dozen 10.00	5.00	2.50
	Hundred 80.00	40.00	20.00	10.00

No. 176. "MISS MAUD FAY"

	Bulbs	½ size	¼ size	Bulblets
Pale amaranth pink with a light stripe running through the center of each petal. Edges shading into tyrian pink. Flowers are very open and large. The spikes are never straight, but curve into various directions.	Each .25
	Dozen 2.00	1.00	.50
	Hundred 16.00	8.00	4.00	2.00
	Thousand	16.00

No. 177. "JOSEPH FIELD"

	Bulbs	½ size	¼ size	Bulblets
Dawn pink, slightly striped with mallow pink and ruby. Lip has stripe of cream white. Fine, long, well built spikes. Flowers of enormous size. First class show variety.	Each 3.00	1.50
	Dozen 25.00	12.50

No. 180. "MRS. TRUXTON BEALE"

	Bulbs	½ size	¼ size	Bulblets
Cream, rose pink striped, very large open flowers. Lip yellow and brown sprinkled. Long, well built spikes. A beauty.	Each .25
	Dozen 2.50	1.25	.65
	Hundred 20.00	10.00	5.00	2.50

No. 184. "ALMA"

Hermosa pink blotched with mallow purple. Lip sulphur yellow striped with ruby. Very heavily ruffled. Withdrawn to increase stock.

No. 186. "LILLIAN WEBB"

	Bulbs	½ size	¼ size	Bulblets
Strawberry pink with carmine velvety centers, overlaid with maroon and brownish stripes. Slender stems and has the appearance of a lily. Not more than one dozen bulbs to a customer.	Each .10
	Dozen 1.00	.50

No. 187. "COSTA RICA"

	Bulbs	½ size	¼ size	Bulblets
Clear orchid, ruffled edges tinged with deeper color. Crimson center. Large fine spikes. Very valuable variety.	Each .25
	Dozen 2.00	1.00	.50
	Hundred 16.00	8.00	4.00	2.00
	Thousand 120.00	60.00	30.00	15.00

*No. 188. "MRS. MARY STEARNS BURKE"

	Bulbs	½ size	¼ size	Bulblets
Canary yellow, overlaid with apricot and tinged with rose. Deep canary center with ruby throat. Long spikes with flowers symmetrically placed; stem wiry and upright. Flowers large. It is one of the finest yellows known so far. Very valuable as a cut flower variety.	Each .25
	Dozen 2.00	1.00	.50
	Hundred 15.00	7.50	3.75	2.00
	Thousand 120.00	60.00	30.00	15.00



NO. 175

Mrs. Leon Douglas

*No. 189. "ELIZABETH GERBERDING"

Shell pink heavily ruffled, shading into rose on the outer edges. Center pale canary and ruby. Spikes large and full.	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	.15	-----	-----	-----
Dozen	1.00	.50	.25	-----
Hundred	8.00	4.00	2.00	1.25
Thousand	-----	-----	-----	8.00

No. 190. "ALTAMYRA"

Lilac pink striped with mallow purple. White spotted lip. Flowers of very large size. Withdrawn to increase stock.

*No. 191. "MRS. H. E. BOTHIN"

Light geranium pink, heavily ruffled. Flame scarlet center. Strong, well built spikes; first class show and cut flower variety. One of the loveliest combinations in Gladiolus. It has created a sensation wherever produced. A heavy propagator.	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	.25	-----	-----	-----
Dozen	2.00	1.00	.50	-----
Hundred	16.00	8.00	4.00	2.00
Thousand	-----	-----	-----	10.00

No. 192. "VICTORY"

Carmine shading into a lighter center. Lip mottled with white. Flowers very large with immense spikes; one of our largest reds. Not more than one dozen bulbs to a customer.	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	.50	.25	-----	-----
Dozen	5.00	2.50	1.25	-----

No. 193. "JONATHAN WEBB"

Light scarlet, a finely penciled white and ruby stripe running through each petal. Ruby mottled center. Very showy variety. Makes elegant lily-like spike with wide open flowers. Not more than one dozen bulbs to a customer.	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	.25	-----	-----	-----
Dozen	2.50	-----	-----	-----

No. 196. "HELEN TODD"

Amaranth pink with light stripes through the center of three upper petals. Ruby lip shading into deeper ruby at the throat. Rosy colored seam around the edge of the entire flower. Not more than one dozen bulbs to a customer.	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	.25	-----	-----	-----
Dozen	2.50	1.25	-----	-----

No. 198. "ROSS VALLEY"

Salmon pink delicately overlaid with mauve, giving ashes of roses effect. Red peacock eye in the center.	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	.15	-----	-----	-----
Dozen	1.00	.50	.25	-----
Hundred	8.00	4.00	2.00	1.25
Thousand	-----	-----	-----	8.00

*No. 199. "EMILE ASHE"

Snow white petals. Small cerise blotches on lower petals. Edges heavily ruffled. This is one of the best ruffled varieties ever put out. Not more than one dozen bulbs to a customer.	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	.25	-----	-----	-----
Dozen	2.50	1.25	.65	-----

*No. 200. "MR. H. A. HYDE"

Snow white with blush pink trace throughout. Finely built spikes. Excellent cut flower variety.	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	.50	.25	-----	-----
Dozen	5.00	2.50	1.25	-----
Hundred	40.00	20.00	10.00	-----



NO.130

*Thomas
J. Kent*



NO.136

*Adeline
Kent*



NO. 405

Richard Diener Company,
Kentfield, California.
Sirs:

Please send me a copy of your Glad and Seed Catalog. I sent last year, through a friend of mine, for your number one collection and was much pleased with the way they bloomed and the quality of bulbs that I dug. I took first prize for the best spike in our show with Jack London twenty-four-inch spike and eight open.

I also took first prize for the best collection of pansies in eight entries from your seed. Hoping to hear from you soon, I remain, yours,

(Signed) ED BRAMMER,
Box 153, Newmarket, Ontario, Canada.

* * * * *

Richard Diener Company,
Kentfield, California.
Gentlemen:

I received my order of bulbs yesterday in splendid condition. I admire your way of packing. I do not see how it would be possible for bulbs to freeze the way you pack them. I thank you very much for your liberal count of such large bulbs of one-half size. When ready send me complete catalog, and oblige,

(Signed) THOMAS H. K. RUSSELL,
1131 Jenny Lind Street,
McKeesport, Penna.

November 9th, 1925.

*No. 202. "MRS. JOHN R. WALSH"

Heavily ruffled, flesh pink. Three lower petals of flame shading into dark ruby at the throat. Flowers are very large. This is a seedling of Mrs. Pendleton, Jr. It is a magnificent variety that should be in every collection.

	Bulbs	½ size	¼ size	Bulblets
Each	.50	.25	-----	-----
Dozen	5.00	2.50	1.25	-----
Hundred	40.00	20.00	10.00	-----

No. 203. "SIR ROGER CASEMENT"

Ox-blood red, heavily ruffled. Dark maroon stripe through the center of the lip. Of extremely velvety texture. Withdrawn to increase stock.

*No. 204. "FRANK J. SYMMES"

Heavily ruffled peach red, with the three lower petals shading into a flame color and finally into deep crimson. Lip has small spots of silver near the throat. This variety should be in every collection.

	Bulbs	½ size	¼ size	Bulblets
Each	.15	-----	-----	-----
Dozen	1.00	.50	.25	-----
Hundred	8.00	4.00	2.00	1.25
Thousand	64.00	32.00	16.00	8.00

*No. 205. "DAVID STARR JORDAN"

Immense flame colored, overlaid with scarlet. Lip mottled with cream. Flowers are very open, like Amaryllis with strong upright stems. Withdrawn to increase stock.

*No. 206. "WILLIAM KENT"

Creamy shell pink with golden ochre center. Flowers very large. Declared by experts to be the best ruffled Gladiolus yet produced, considering size and amount of flowers open at one time. Fifteen open flowers at once is no rarity. Not more than six bulbs to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	3.00	1.50	-----	-----

No. 211. "ZOE"

Deep magenta, velvet maroon center. Very large flowers exceptionally fine color.

	Bulbs	½ size	¼ size	Bulblets
Each	1.50	.75	.40	-----
Dozen	15.00	7.50	3.75	-----
Hundred	120.00	60.00	30.00	-----

No. 216. "MARTHA FERNEKES"

Iris blue with large violet spot on the lower petals. Odd and beautiful, admired by all. Withdrawn to increase stock.

No. 218. "YOSEMITE"

Geranium red shading into rose doree. Light stripe through the center of each petal. Lip pale lemon yellow. Flowers very large and open. Spikes often reach a height of seven feet.

	Bulbs	½ size	¼ size	Bulblets
Each	.50	.25	-----	-----
Dozen	5.00	2.50	1.25	-----
Hundred	40.00	20.00	10.00	5.00

No. 220. "ELDIVA"

Cerise with a lighter stripe running through the center. Penciled with crimson. Long spikes. First class show variety.

	Bulbs	½ size	¼ size	Bulblets
Each	.50	.25	-----	-----
Dozen	5.00	2.50	1.25	-----
Hundred	40.00	20.00	10.00	5.00

No. 221. "LONDON SMOKE"

Corinthian Red shading into Bordeaux on the outer edges of the petals. Fine light stripe running through the center of each petal. Lip speckled with ruby. Large flowers, long spikes. A very odd variety and good strong grower.

	Bulbs	½ size	¼ size	Bulblets
Each	.25
Dozen	2.00	1.00	.50
Hundred	16.00	8.00	4.00	2.00
Thousand	120.00	60.00	30.00	10.00

No. 226. "PASADENA"

Iridescent Turkish red, striped with flame orange. Lip white, overlaid with ruby. Blooms of enormous size, and flaring petals. Very tall spikes. Not more than one bulb to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	1.00	.50

*No. 232. "FLAME"

Flame orange. Yellow lip, well built spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	.50	.25
Dozen	5.00	2.50	1.25
Hundred	40.00	20.00	10.00	5.00
Thousand	40.00

No. 234. "BELVEDERE"

Grenadine pink, overlaid with strawberry pink. Lip, apricot with large spot of pomegranate purple, also a faint stripe of greenish yellow running through the center of each lip. Fine long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	3.00	1.50	.75
Dozen	30.00	15.00	7.50	3.00
Hundred	240.00	120.00	60.00	24.00

No. 236. "MARIN"

Picric yellow, with faint traces of ruby in the throat. Ruffled edges, fine cut flower variety.

	Bulbs	½ size	¼ size	Bulblets
Each	.25
Dozen	2.00	1.00	.50
Hundred	16.00	8.00	4.00	2.00
Thousand	15.00

No. 237. "THOMAS A. EDISON"

Clear begonia rose, large deep blood red spots on the lower petals. Flowers very large. First class show variety. Withdrawn to increase stock.

No. 240. "SALOME JANE"

Geranium pink, lower petals scarlet spotted with deep ruby. Flowers very large; a beauty.

	Bulbs	½ size	¼ size	Bulblets
Each	.25
Dozen	2.50	1.25	.65
Hundred	20.00	10.00	5.00	2.50
Thousand	20.00

No. 241. "VICTORIA FREDERICKS"

Eosine pink, overlaid with flame orange. Yellow lip with ruby speckles. Flowers immense, early flowering. One of the finest pinks. Withdrawn to increase stock.

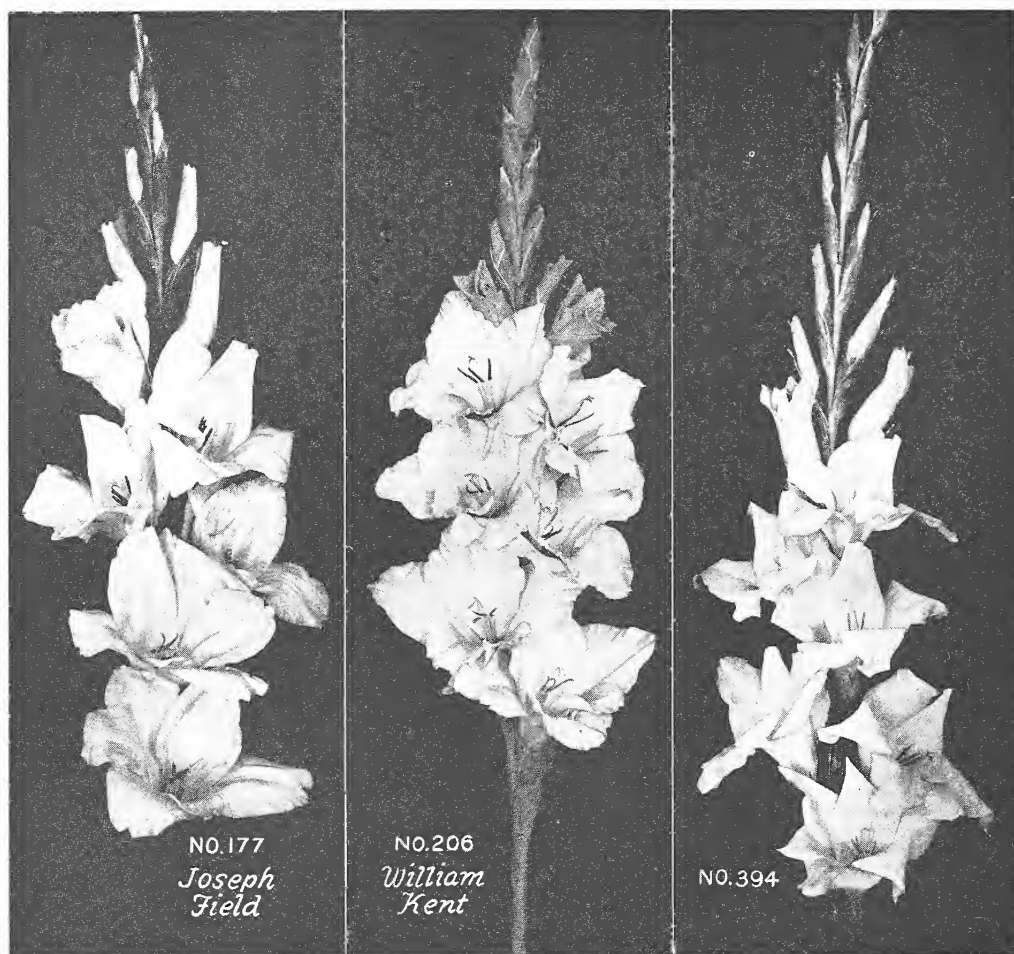
No. 244. "BOLINAS"

Cream white with faint ruby stripes. Lip pale sulphur tinge. Fine long and well built spikes. Flowers of good size.

	Bulbs	½ size	¼ size	Bulblets
Each	2.00	1.00	.50
Dozen	20.00	10.00	5.00

No. 246. "MIMI STAHLBAUM"

Creamy white tinged with pale orchid. Lip yellow with small ruby spots. Exquisite variety. Withdrawn to increase stock.



Barrington, Rhode Island,
September 15th, 1925.

Mr. Richard Diener,
Kentfield, Marin County, Calif.
Dear Mr. Diener:

Having grown your exquisite Gladioli for a number of years I thought I would write and tell you of my success with the same. I have over five hundred bulbs purchased from different growers but none are of such mammoth size or more beautiful than those originated by you. This year I purchased a one-half size bulb of Mrs. Leon Douglas. It threw up a main spike over six feet tall, with flowers seven inches in diameter, besides five side spikes. This makes me wonder what a large size bulb would have done.

Before I close I wish to speak a word about the Dahlias raised from a package of your seed. This is the second season I have raised Dahlias in this way, but my success this season was far superior to that of last. Several of the plants were over eight feet tall, a height as far as I know, never before attained in this section. These plants were covered with beautiful flowers of enormous size. Among the shorter Dahlias were Peonies, duplex, decorative, show and single varieties of every shade imaginable.

Looking back over this season's work I feel that it was not in vain and that I enjoyed a very successful garden, thanks to you and your company. Wishing for your continued success, I am,

Very truly yours,
(Signed) MISS MARION L. WALLACE.

No. 257. "CALIFORNIA GIANT"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Light mallow purple, thin white stripe running through the center of each petal. Very large.	Each 1.50	.75	.40
	Dozen 15.00	7.50	3.75	1.90
	Hundred 120.00	60.00	30.00	15.00

No. 265. "ANNE THOMPSON"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Very pale sulphur yellow with a faint trace of shell pink and splashes of ruby in the throat. A first class variety.	Each 3.00	1.50	.75
	Dozen 30.00	15.00	7.50	3.00
	Hundred 240.00	120.00	60.00	24.00

No. 266. "CAROLINE ESBERG"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Flame scarlet red. No markings with the exception of a fine crimson stripe through the center of the lower petals. Most vivid red imaginable. The color of this variety will not fade under any condition.	Each 2.00	1.00	.50
	Dozen 20.00	10.00	5.00	2.50

No. 268. "PAPILIO"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Shrimp pink and apricot. Lip real lemon yellow, speckled with ruby. Immense flowers, very long, strong spikes. Not more than one bulb to a customer.	Each 5.00

No. 269. "GEISHA"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Cream yellow, bright canary center, overlaid with ruby. Long sturdy spikes.	Each 10.00	5.00	2.50	1.25
	Dozen 100.00	50.00	25.00	10.00

No. 272. "ADELINA PATTI" (1925)

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Mallow pink with light mallow purple markings. Maize yellow spot on the lower petals with stripes of pansy purple. Flowers four to five inches across.	Each 1.50
	Dozen 15.00

No. 276. "BERNARD SHAW"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Very pale lilac delicately penciled with light phlox purple. Faint dashes of lemon on lower petals. Flowers very large and open. Long well built spikes. Withdrawn to increase stock.				

No. 277. "BEATRIZ MICHELENA"

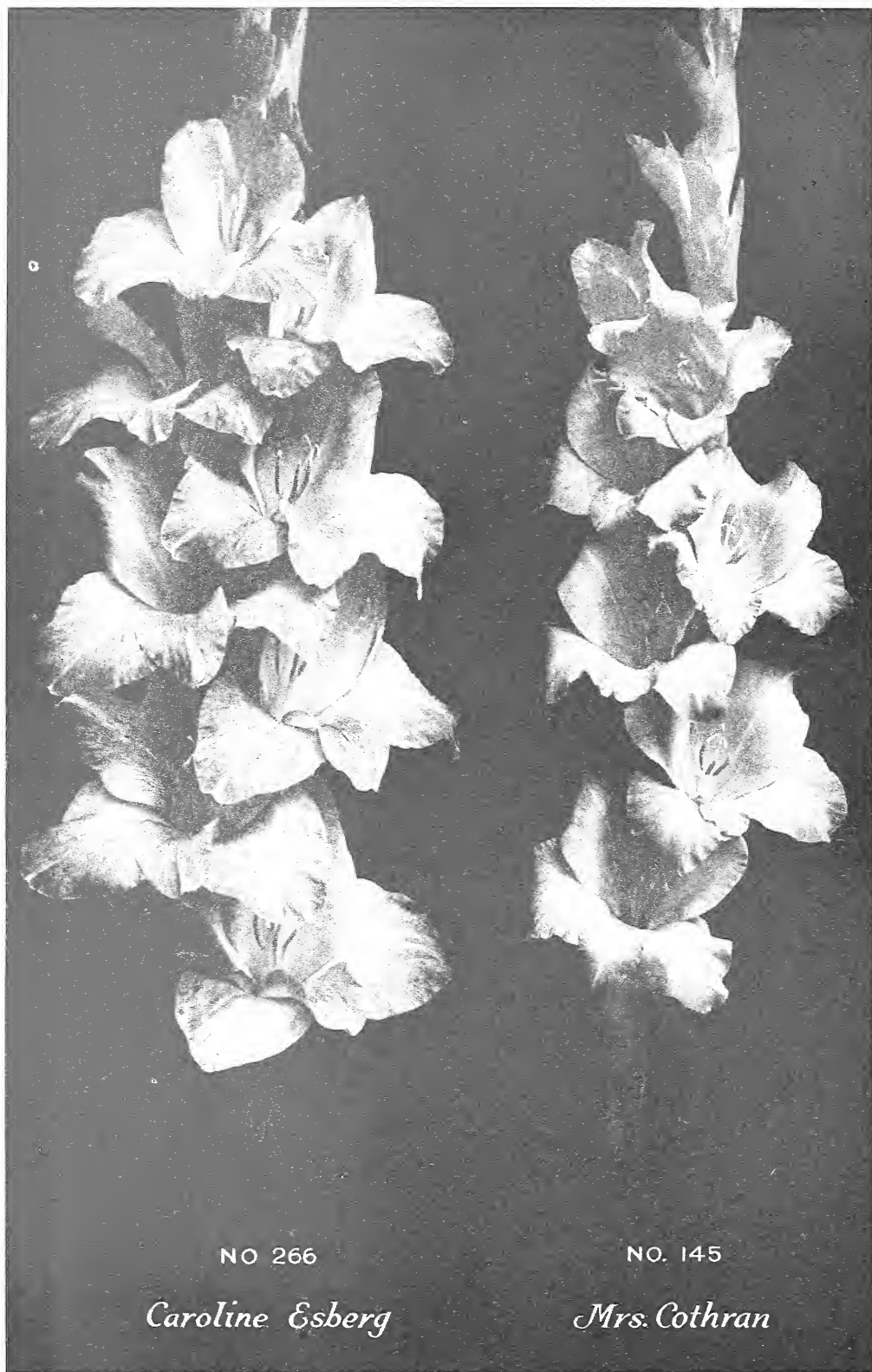
		<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Peach red overlaid with fiery orange. A thin ruby stripe through lower petals surrounded with white speckles. Large flowers, many opening at once and of lasting quality. This variety is perfect in every detail and a masterpiece in Gladiolus.	Each	2.00	1.00	.50
	Dozen	20.00	10.00	5.00
	Hundred	160.00	80.00	40.00

No. 281. "DEL MONTE"

		<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Aster purple, lighter toward the center. White stripe through the center of each petal. White lip striped with ruby. Large flowers on strong, well built spikes.	Each	1.00	.50	.25
	Dozen	10.00	5.00	2.50	1.00
	Hundred	80.00	40.00	20.00	8.00

No. 282. "PHINI"

		<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Cameo pink blotched and striped with aster purple. Large spots of purple on the lip. Very free flowering. Enormous blooms, fine long spikes. An improvement on AMERICA.	Each	10.00	5.00	2.50	1.25
	Dozen	100.00	50.00	25.00	12.50



NO 266

Caroline Esberg

NO. 145

Mrs. Cothran

*No. 283. "NECTARINE"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Peach red, with yellow and ruby centers. Flowers large. Long spikes. Very heavy propagator.	Each .50	.25
	Dozen 5.00	2.50	1.25
	Hundred 40.00	20.00	10.00	5.00

*No. 285. "MRS. RUDOLPH SPRECKELS"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Light shrimp pink with bright rose stripes. Lip has apricot shadings and a large spot of ruby. Long full spikes. A-1 Show and Cut Flower variety.	Each .25
	Dozen 2.00	1.00	.50
	Hundred 20.00	10.00	5.00	2.50
	Thousand 160.00	80.00	40.00	20.00

No. 286. "RUTH TAYLOR"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Snow white without any markings. Violet stamens. Flowers six to seven inches in diameter. Very long strong spikes. Not more than one bulb to a customer.	Each 15.00

*No. 293. "POLA NEGRI"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Apricot with yellow lip. Ruffled, shading into old rose and salmon on the outer edges. One of the loveliest color combinations ever seen. Flowers on the spike sometimes come irregular. A very heavy propagator. We especially recommend this variety.	Each .50	.25
	Dozen 5.00	2.50	1.25
	Hundred 40.00	20.00	10.00	5.00
	Thousand 320.00	160.00	80.00	40.00

No. 295. "BLASCO IBANEZ"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Very deep dahlia purple with a lighter stripe through the upper petals. Very large size. An extra fine variety.	Each 5.00	2.50	1.25	.65
	Dozen 50.00	25.00	12.50	6.25
	Hundred 400.00	200.00	100.00	50.00

No. 297. "MRS. ROBERT CUNNINGHAM"

Cameo pink overlaid with lilac and ruby. Flowers of the very largest size. Many blossoms open at once. One of the largest gladiolus ever produced. Withdrawn to increase stock.

No. 304. "SAN JOSE"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Center lemon yellow shading into apricot on outer edge of petals. Peach red striping. Flowers large. Well built spikes. Stock limited. Only one bulb to a customer.	Each 5.00	2.50	1.25

*No. 305. "J. A. CARBONE"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Orange salmon, very iridescent, darker shading toward the outer edge of the petals. Yellow center. Fine, long, well built spikes. One of our largest and finest productions. No more than six bulbs to a customer.	Each 3.00	1.50

No. 311. "GLADIS PLATH"

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Mallow purple, darker near the outer edges of the petals. Large crimson spot on the lip. White stripe through each petal. Orchid flowering, very beautiful. Not more than one bulb to a customer.	Each .75

No. 312. "MRS. RICHARD LOHRMAN"

Creamy shell pink with pale yellow lip. A color rivaling the finest orchid. Flowers are very large and edges heavily ruffled. Long, sturdy spikes which sometimes kink; wonderful for decorative purposes. A variety of indescribable beauty.

	Bulbs	½ size	¼ size	Bulblets
Each	1.00	.50	.25
Dozen	10.00	5.00	2.50	1.25
Hundred	80.00	40.00	20.00	10.00

No. 313. "W. A. SISSON" (1925)

Rose purple overlaid with liseran purple. Baryta yellow stripes on lower petals. Ruffled edges. Very fine build. Flowers appear in three rows instead of two. Not more than one bulb or bulblet to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	75.00	37.50	6.00

No. 315. "ELIZABETH HARDEE"

Watermelon pink, with nopal red stripes and blotches. Ruby lip with cream white stripes appearing in the center, surrounded by cream and red speckles. A beautiful and attractive variety.

	Bulbs	½ size	¼ size	Bulblets
Each	1.00	.50	.25
Dozen	10.00	5.00	2.50	1.25
Hundred	80.00	40.00	20.00	10.00

No. 317. "LUCIA"

Amaranth pink with rose stripings. Flowers of the very largest size.

	Bulbs	½ size	¼ size	Bulblets
Each	1.00	.50	.25
Dozen	10.00	5.00	2.50	1.25
Hundred	80.00	40.00	20.00	10.00

*No. 318. "KATHARINE F. HESS"

Geranium pink showing flame shading, lighter toward the center. Very large flowers and long spikes. Good grower. Fine variety with a great future.

	Bulbs	½ size	¼ size	Bulblets
Each	.25
Dozen	2.50	1.25	.65
Hundred	20.00	10.00	5.00	2.00
Thousand	160.00	80.00	40.00	15.00

No. 320. "ESTHER OLSON"

Seashell pink, shading to shrimp pink on the outer edge. Faint ruby stripes through the lower petals. Lip straw color. Exquisite color and perfect in every respect.

	Bulbs	½ size	¼ size	Bulblets
Each	1.00	.50	.25
Dozen	10.00	5.00	2.50	1.00
Hundred	80.00	40.00	20.00	8.00

No. 321. "ELF"

Lemon yellow when in bud. Open flowers pure white. Lip delicate lemon. Large flowers on a perfectly built spike. Even the smallest bulblet will produce a large flower spike. A commercial variety of great promise. Not more than one dozen bulbs to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	.25
Dozen	2.50	1.25

No. 324. "W. McGAVIN"

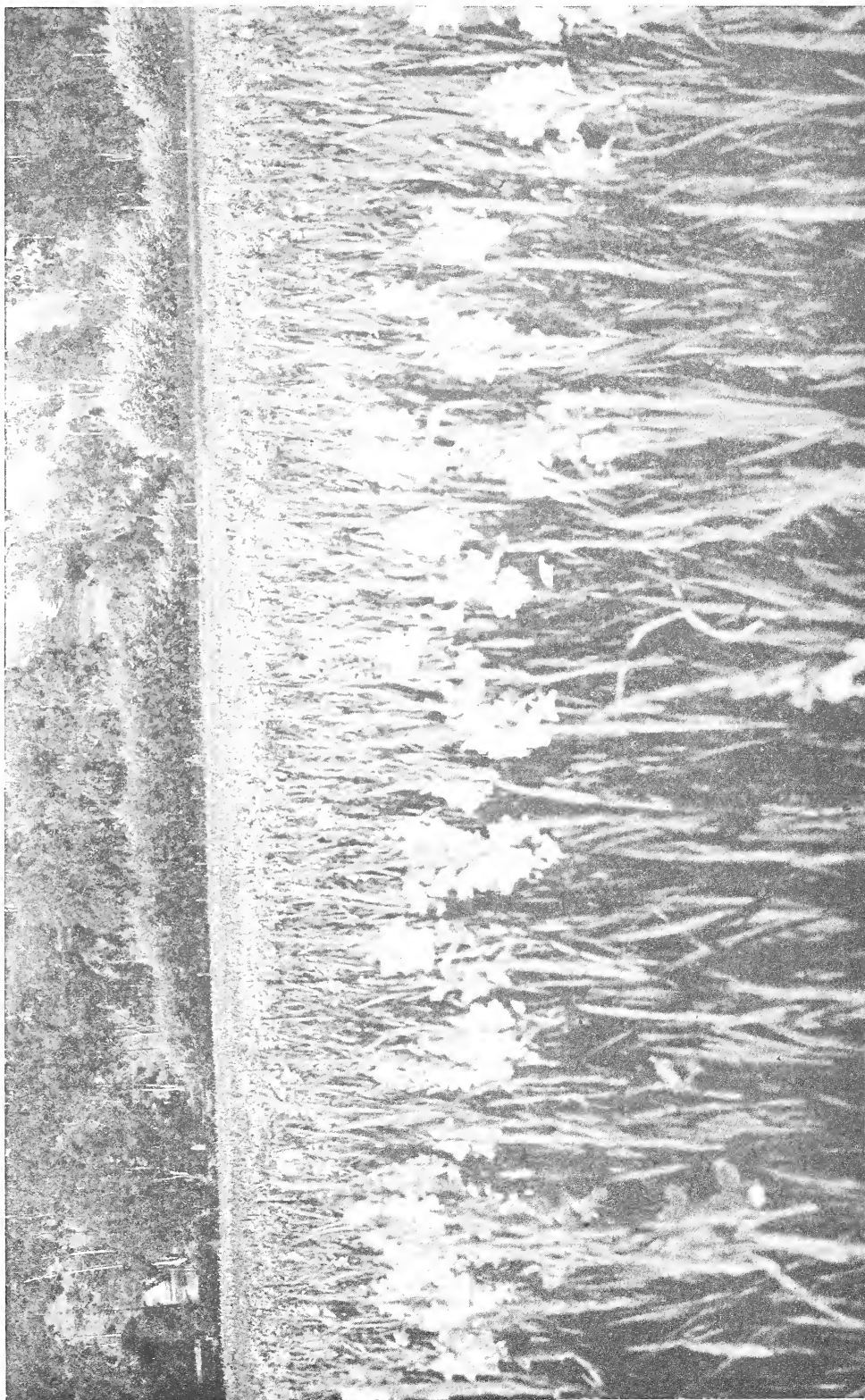
Very light rosolane purple with rose blotches. White center. Very beautiful color. Spikes long and well built. Only one bulb to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	10.00

No. 326. "PHYLOS"

Silvery rosolane purple. Cerise and silver overlaid. Flowers large and spikes very long. Odd and attractive. Not more than one bulb to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	1.00



PART OF OUR GLADIOLUS FIELD WITH "ELF" BLOOMING IN THE FOREGROUND

*No. 327. "DR. ADOLPH ROSENTHAL"

	Bulbs	½ size	¼ size	Bulblets
Real geranium pink overlaid with scarlet. White stripes through lower petals. Flowers large. Exquisite variety.	Each .25	-----	-----	-----
	Dozen 2.50	1.25	.65	-----
	Hundred 20.00	10.00	5.00	2.00
	Thousand 160.00	80.00	40.00	15.00

No. 328. "BUBBLES"

	Bulbs	½ size	¼ size	Bulblets
Flesh color overlaid with shrimp pink. Lower petals of light greenish yellow. One spike forms a large close set bouquet. A beauty. Should be in every collection.	Each .50	.25	-----	-----
	Dozen 5.00	2.50	1.25	-----
	Hundred 40.00	20.00	10.00	3.00
	Thousand -----	-----	-----	25.00

No. 329. "MOONBEAM"

	Bulbs	½ size	¼ size	Bulblets
Light chamois color. Canary center. Of fine clean growth.	Each 1.00	.50	.25	-----
	Dozen 10.00	5.00	2.50	1.00
	Hundred 80.00	40.00	20.00	8.00

*No. 330. "LORELEY"

	Bulbs	½ size	¼ size	Bulblets
True canary yellow overlaid with lilac. Ruby throat. Clean grower and heavy propagator. One of the best yellows ever produced. Not more than one dozen bulbs to a customer.	Each .25	-----	-----	-----
	Dozen 2.50	1.25	-----	-----

*No. 331. "MR. W. H. PHIPPS"

	Bulbs	½ size	¼ size	Bulblets
La France pink overlaid with light rose salmon, lighter toward the center. Lower petals very faintly striped and speckled with ruby. Flowers enormous. A masterpiece in Gladiolus. Unanimously declared the most wonderful Gladiolus in existence. Not more than one bulb to a customer.	Each 5.00	-----	-----	-----

*No. 332. "ROSE ASH"

	Bulbs	½ size	¼ size	Bulblets
Corinthian red shading into ashes of roses on the outer edges. Lower petals light yellow speckled with ruby. Flowers large and well placed. This variety has a great future. "Rose Ash" was originated by Richard Diener, and all other claims of origination are false.	Each .25	-----	-----	-----
	Dozen 2.50	1.25	.65	-----
	Hundred 20.00	10.00	5.00	2.50

*No. 333. "WISTARIA"

	Bulbs	½ size	¼ size	Bulblets
Pale rose purple striped with Liseran purple. Lip has large spot of Bishop's purple and ruby. Long spikes with flowers well placed. Flowers large. An immense propagator.	Each .25	-----	-----	-----
	Dozen 1.50	.75	.40	-----
	Hundred 7.50	3.75	1.90	1.25
	Thousand -----	-----	-----	8.00

No. 334. "EUDORA"

	Bulbs	½ size	¼ size	Bulblets
Rhodamine purple, white splashes in the center. Flowers large. Exceptionally fine growth.	Each 10.00	5.00	2.50	1.25
	Dozen 100.00	50.00	25.00	12.50
	Hundred 800.00	400.00	200.00	100.00

No. 335. "MR. HENRY BECHMAN"

Iridescent steel blue, sulphur yellow lip. Lighter stripe through the center of each petal. Each petal has a pink tip. Withdrawn to increase stock.



NO. 226
Pasadena



NO. 318
*Katharine
F. Hess*



NO. 375

Richard Diener Company,
Kentfield, California.

Gentlemen:

I wish to express my appreciation to you of the way in which you filled my order for Gladiolus Bulblets. The packing was excellent, the count was very generous and the size was quite surprising. They were all planted the middle of last month, and are now well up, practically one hundred per cent germination. I expect all of them to bloom this year.

I take every opportunity to recommend your production and your service.

Yours very truly,

(Signed) MICHAEL CODY, JR.,
Elm Street, Concord, Mass.

* * * * *

Richard Diener Company,
Kentfield, California.

Dear Sirs:

Received my Glad bulbs October 30th in fine order. Your method of packing is the best in the world. Zero weather would not freeze them and I do not believe a train of cars would crush the package.

Respectfully yours,

(Signed) CHARLES G. REINHARDT,
Monroe, New York.

May 18th, 1925.

*No. 336. "DR. F. E. BENNETT"

Deep peach red overlaid with flame scarlet. Lip speckled ruby and white. Most fiery red imaginable. Flowers of the very largest size with many opening at once. Exceptionally well placed on the stem. Most perfect red we have ever seen. This has been named in honor of the President of the American Gladiolus Society. Not more than six bulbs to a customer.

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	3.00	1.50

*No. 337. "VIRGINIAN"

Rose red with bright vermillion spots on the outer edge. Deep crimson lake stripes through the center of the lower petals. Fine well built spikes.

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	1.00	.50	.25
Dozen	10.00	5.00	2.50	1.00
Hundred	80.00	40.00	20.00	8.00

*No. 338. "GERALDINE FARRAR"

Pale lavender-violet with deep violet spot on the lip. Unlike other blue varieties, the growth is very strong and vigorous. It has four side spikes on the main spike and brings two extra spikes from the bottom, out of the same eye, which is extremely different from any varieties ever seen. This variety has made a big impression with all visitors to this place. AWARDED FIRST PRIZE for the finest blue variety at the convention of the American Gladiolus Society, held at Rochester, New York, August 15th and 16th, 1923. Withdrawn to increase stock.

*No. 339. "HENRY FORD"

Very dark rhodamine purple shading into deeper tones near the center. Color very clear like Anna Eberius, but much larger and cleaner. It is a tremendous propagator, and even the smallest bulblet will bring a flower spike three or four feet tall five months after planting. This variety far surpasses our famous "Anna Eberius."

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	1.00	.50	.25
Dozen	10.00	5.00	2.50	1.00
Hundred	80.00	40.00	20.00	8.00
Thousand	60.00

No. 341. "WAIKIKI"

Flesh color tinted with shrimp pink and Amaranth pink. Lip canary yellow. Deep throat with slight traces of ruby. Ruffled edges. Withdrawn to increase stock.

No. 342. "BETTY COMPSON" (1925)

Phlox pink overlaid with phlox purple. Lower petals, Baryta yellow, sprinkled with purple. Long spikes.

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	25.00

No. 345. "MAY McAVOY" (1925)

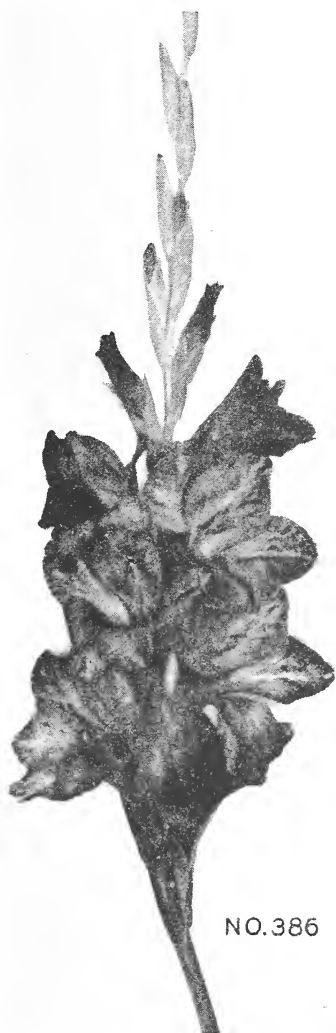
Pale rose purple, a very clean color. Phlox purple speckles on the lower petals. Flowers measure five inches. Spikes six to seven feet tall, having from four to five side spikes.

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	75.00

No. 346. "LA PALOMA" (1925)

Snow white showing faint traces of phlox purple on lower petals. Slightly ruffled.

	<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
Each	10.00	5.00	2.50



NO. 386



NO. 234
Belvedere



NO. 339
*Henry
Ford*

Richard Diener Company,
Kentfield, California.
Gentlemen:

April 9th, 1925.

Bulbs arrived some few days ago in fine condition and all are fine, healthy-looking bulbs. I am very much surprised at the size of your bulbs, and many of the quarter sizes you sent were larger than first size bulbs I have purchased from other growers. Kindly thanking you and wishing you a most successful season, I am,

Very truly yours,

(Signed) CHARLES IGON,
830 Willow Street,
Waterloo, Iowa.

No. 349. "MARS" (1925)

Magenta. Reddish purple spots with small yellow stripes through center of lower petals. Flowers evenly arranged, measuring five inches across. Long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	10.00	5.00

*No. 354. "THAIS VALDEMAR"

Iridescent old rose overlaid with bright vermillion. No markings. Large flowers. Very beautiful. A variety with a great future.

	Bulbs	½ size	¼ size	Bulblets
Each	3.00	1.50
Dozen	30.00	15.00
Hundred	240.00	120.00

No. 355. "LAGUNITAS"

Very pale shade between lilac and rose pink. Lip pale yellow overlaid with ruby. Long sturdy spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	5.00	2.50	1.25
Dozen	50.00	25.00	12.50

No. 358. "NOLENE"

Very deep shade between carmine and ox-blood, with darker velvet lip. Spikes well built.

	Bulbs	½ size	¼ size	Bulblets
Each	2.50	1.25	.65
Dozen	25.00	12.50	6.25	2.50
Hundred	200.00	100.00	50.00	20.00

No. 361. "CARMELITA"

Smokey pink blotched and striped with steel blue. Yellow and slate lip. Very large flowers. Withdrawn to increase stock.

No. 363. "ALMA RUBENS" (1925)

Pale grenadine pink with tyrian pink stripes on the lip, surrounded by rose red. Clean color, excellent formation. Long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	25.00

No. 365. "TORADOR"

Deep nopal red with still darker seam around the edges. Very large funnel shaped flowers. Long well built spikes. Beautiful variety.

	Bulbs	½ size	¼ size	Bulblets
Each	3.00	1.50	.75
Dozen	30.00	15.00	7.50	3.00

No. 367. "CATTLAYA"

Amaranth pink with cream yellow center. Long fine spikes. Exceptionally fine variety.

	Bulbs	½ size	¼ size	Bulblets
Each	2.00	1.00
Dozen	20.00	10.00

No. 369. "SAN FRANCISCO" (1925)

Pale lobelia violet with phlox purple markings. Lower petals have Baryta yellow spots. Edges heavily ruffled.

	Bulbs	½ size	¼ size	Bulblets
Each	25.00	12.50

No. 372. "MRS. A. B. C. DOHRMANN" (1925)

Venetian pink overlaid with jasper red. Fine stripe of pale green yellow on the lip. Lip faintly spotted with scarlet red. Flowers six inches across.

	Bulbs	½ size	¼ size	Bulblets
Each	25.00

No. 373. "MR. FREDERICK CHRIST" (1925)

Ground color La France pink with geranium pink markings. Large spot of Pinard yellow sprinkled with nopal red on the lip. Flesh color pistil, light phlox purple anthers. Large flowers averaging six inches. Good spikes and fine build. One of the most wonderful color combinations ever produced in Gladiolus.

	Bulbs	½ size	¼ size	Bulblets
Each	300.00

No. 374. "KATHRYN WILLIAMS" (1925)

Pale rose purple overlaid with rose purple. Lower petal amber yellow, with amaranth purple speckles. Fine variety.

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
7.50

No. 375. "MILTON SILLS" (1925)

Ground color alizarine pink, heavily overlaid with rose doree and jasper red.

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
10.00	5.00	2.50	1.25

No. 376. "TEHAMA" (1925)

Blue variety. Cotinga purple. Lip darker. Extra early variety. Perfect

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
15.00

No. 378. "YOLO" (1925)

Aster purple. Petals alternately marked with dahlia purple and empire yellow. Good formation and early blooming.

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
2.50	1.25

No. 380. "NIXE" (1925)

Jasper pink spotted with Spectrum red near the base. Very large. Ruffled edges.

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
10.00	5.00	2.50

No. 382. "WOTAN" (1925)

Eosine pink with rose red shadings. Center of each petal striped white. Lower petal has carmine spot surrounded by Pinard yellow. Very open and large flowers.

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
25.00	12.50	6.25	3.00

No. 386. "HOPE HAMPTON" (1925)

Strawberry pink spotted with deep peach red. Carmine spot surrounded by salmon orange on the lower petals. Large and open.

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
15.00	7.50	3.75	1.50

No. 387. "ARABELLA" (1925)

Tyrian pink with Amaranth purple striping. Baryta yellow spot on the lower petals.

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
1.00	.50

Dozen

10.00	5.00	2.50	1.25
-------	------	------	------

No. 388. "PRISCILLA DEAN" (1925)

Rose doree shading lighter toward the center. Three lower petals have large spots of victoria lake surrounded by grenadine.

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
10.00	5.00

No. 391. "H. G. WELLS" (1925)

A shade between bordeaux and pansy purple. Velvety texture. Very beautiful.

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
15.00	7.50

No. 393. "ENRICO CARUSO" (1925)

Vivid rhodamine purple of silky texture. Small yellow streak on the lower petals.

Each

<i>Bulbs</i>	<i>½ size</i>	<i>¼ size</i>	<i>Bulblets</i>
2.50	1.25

Dozen

25.00	12.50	6.25	3.00
-------	-------	------	------

No. 394.	"LILLIAN GISH" (1925)						
	Snow white with Baryta yellow markings on the lower lip. Pale lavender anthers. Long elegantly built spikes. Many flowers open at once.	Each	Bulbs 50.00	½ size 25.00	¼ size 12.50	Bulblets	
No. 395.	"BEETHOVEN" (1925)						
	Nopal red overlaid with scarlet. Ox-blood red spots on the lower petals. Dark blue anthers. Does not fade in the strongest sun. Large flowers and long spikes.	Each	Bulbs 5.00	½ size 2.50	¼ size	Bulblets	
No. 396.	"MEXICO" (1925)						
	Silky nopal red. Absolutely sun proof. Flowers four to five inches across.	Each Dozen	Bulbs 5.00 50.00	½ size 2.50 25.00	¼ size 1.25 12.50	Bulblets 5.00	
No. 398.	"PAULINE FREDERICKS" (1925)						
	Light pinkish lilac overlaid with light mallow purple. Blue anthers. Flowers average six to seven inches.	Each	Bulbs 20.00	½ size 10.00	¼ size	Bulblets	
No. 401.	"STORM KING" (1925)						
	Blue variety. Roods' violet overlaid with blackish purple. Spots of violet carmine with stripe of apricot yellow on lower petals. Flowers four inches across.	Each	Bulbs 10.00	½ size 5.00	¼ size	Bulblets	
No. 403.	"COLLEEN MOORE" (1925)						
	Light shrimp pink with naples yellow and deep rose pink. Lower lip spotted with bordeaux. Flowers five to six inches. Good formation.	Each	Bulbs 10.00	½ size 5.00	¼ size	Bulblets	
No. 405.	"RADIO" (1925)						
	Pale rhodonite pink overlaid with daphne red. Large spots of bright amaranth purple on lower petal. Very striking.	Each	Bulbs 25.00	½ size 12.50	¼ size	Bulblets	
No. 408.	"ISOLENE" (1925)						
	Hermosa pink overlaid with geranium pink and slate violet. Lower petals speckled with carmine and traces of Baryta yellow.	Each	Bulbs 10.00	½ size 5.00	¼ size	Bulblets	
No. 414.	"BARBARA LA MARR" (1925)						
	Geranium pink overlaid with deep rose doree. Apricot yellow lip sprinkled with carmine. Good cut flower variety.	Each	Bulbs 25.00	½ size 12.50	¼ size	Bulblets	
No. 415.	"MME. SCHUMANN HEINCK" (1925)						
	Mauvette, overlaid with phlox purple. Lip a vivid reddish purple with pale viridine yellow stripes through the center. Ruffled edges. Orchid coloring.	Each	Bulbs 25.00	½ size 12.50	¼ size	Bulblets	
No. 416.	"MR. CHRISTIAN DE GUIGNE" (1925)						
	Light corinthian red overlaid with deeper corinthian red and perilla purple. White stripes through the center of each petal. Perfect formation and large flowers.	Each	Bulbs 10.00	½ size 5.00	¼ size 2.50	Bulblets 1.25	

Diener's Mixed Hybrids 1926 Mixture

This Mixture is made up of the finest stock of our unnamed varieties. Salmon, yellow, pink, lilac and orange are the predominating colors.

	Bulbs	½ size	¼ size	Bulblets
Dozen	2.00	1.00	.50
Hundred	15.00	7.50	3.75
Thousand	75.00	37.50	18.75	5.00

Diener's Named Varieties Mixed 1926 Special

50 large bulbs	\$5.00
125 ½ and ¼ sizes	5.00
1 pound bulblets	5.00
(about 1000 bulblets)	

Gladiolus Collections

The collections listed below are arranged to appeal to the home gardener. They offer an inexpensive means of acquiring some of Diener's most famous creations. Should our stock of any variety listed become exhausted we will substitute a bulb of equal or greater value.

Please order collections by number.

COLLECTION No. 1

Regular Price \$2.35. Collection Price \$1.50
Includes one bulb each of the following:

Mable Hubbard, No. 98.....	\$.50
Thomas T. Kent, No. 130.....	.25
Miss Maud Fay, No. 176.....	.25
London Smoke, No. 221.....	.25
Sarah Lillie, No. 4.....	.15
President C. C. Moore, No. 31.....	.15
Fairfax, No. 32.....	.15
Elizabeth Gerberding, No. 189.....	.15
Ross Valley, No. 198.....	.15
Frank J. Symmes, No. 204.....	.15
San Anselmo, No. 22.....	.10
Lillian Webb, No. 186.....	.10

COLLECTION No. 2

Regular Price \$2.40. Collection Price \$1.50
Includes one bulb each of the following:

Mrs. Newell Vanderbilt, No. 113.....	\$.50
Jack London, No. 38.....	.25
Mrs. Cothran, No. 145.....	.25
Miss Maud Fay, No. 176.....	.25
Mrs. H. E. Bothin, No. 191.....	.25
Sarah Lillie, No. 4.....	.15
President C. C. Moore, No. 31.....	.15
Fairfax, No. 32.....	.15
Caroline Frear Burke, No. 90.....	.15
Ross Valley, No. 198.....	.15
Frank J. Symmes, No. 204.....	.15

COLLECTION No. 3

Regular Price \$3.20. Collection Price \$2.50
Includes one bulb each of the following:

Nectarine, No. 283.....	\$.50
Mable Hubbard, No. 98.....	.50
Mrs. Newell Vanderbilt, No. 113.....	.50
Jack London, No. 38.....	.25
Heart of Juanita, No. 107.....	.25
Miss Maud Fay, No. 176.....	.25
Mrs. Mary Stearns Burke, No. 188.....	.25
Mrs. Rudolph Spreckels, No. 285.....	.25
Caroline Frear Burke, No. 90.....	.15
Ross Valley, No. 198.....	.15
Frank J. Symmes, No. 204.....	.15

COLLECTION No. 4

Regular Price \$7.40. Collection Price \$5.00
Includes one bulb each of the following:

Henry Ford, No. 339.....	\$1.00
Mrs. J. K. Armsby, No. 67.....	1.00
Aloha, No. 5.....	.50
Mrs. Newell Vanderbilt, No. 113.....	.50
Hawaii, No. 173.....	.50
Victory, No. 192.....	.50
Mr. H. A. Hyde, No. 200.....	.50
Eldiva, No. 220.....	.50
Nectarine, No. 283.....	.50
Sunset, No. 13.....	.25
Mrs. Mary Stearns Burke, No. 188.....	.25
London Smoke, No. 221.....	.25
Marin, No. 236.....	.25
Salome Jane, No. 240.....	.25
Mrs. Rudolph Spreckels, No. 285.....	.25
Wistaria, No. 333.....	.25
Fairfax, No. 32.....	.15

COLLECTION No. 5

Regular Price \$11.50. Collection Price \$7.50
Includes one bulb each of the following:

J. A. Carbone, No. 305.....	\$3.00
Mrs. J. K. Armsby, No. 67.....	1.00
Lucia, No. 317.....	1.00
Moonbeam, No. 329.....	1.00
Virginian, No. 337.....	1.00
D. J. Whitney, No. 24.....	.75
Bubbles, No. 328.....	.50
Richard Diener, No. 96.....	.50
Mrs. Newell Vanderbilt, No. 113.....	.50
Diener's White, No. 166.....	.50
Mrs. John R. Walsh, No. 202.....	.50
Eldiva, No. 220.....	.50
Flame, No. 232.....	.50
Mrs. Mary Stearns Burke, No. 188.....	.25

COLLECTION No. 6

Regular Price \$13.00
Collection Price \$10.00

Includes one bulb each of the following:

Mr. W. H. Phipps, No. 331.....	\$5.00
Henry Ford, No. 339.....	1.00
Mrs. Richard Lohrmann, No. 312.....	1.00
Lucia, No. 317.....	1.00
Esther Olson, No. 320.....	1.00
Mable Hubbard, No. 98.....	.50
Mrs. Newell Vanderbilt, No. 113.....	.50
Victory, No. 192.....	.50
Mr. H. A. Hyde, No. 200.....	.50
Mrs. John R. Walsh, No. 202.....	.50
Yosemite, No. 218.....	.50
London Smoke, No. 221.....	.25
Katharine F. Hess, No. 318.....	.25
Dr. Adolph Rosenthal, No. 327.....	.25
Rose Ash, No. 332.....	.25

COLLECTION No. 7

Regular Price \$22.75
Collection Price \$15.00

Includes one bulb each of the following:

Dr. F. E. Bennett, No. 336.....	\$3.00
Joseph Field No. 177.....	3.00
William Kent, No. 206.....	3.00
Anne Thompson, No. 265.....	3.00
Caroline Esberg, No. 266.....	2.00
Cattlaya, No. 367.....	2.00
Mrs. J. K. Armsby, No. 67.....	1.00
Sierra, No. 117.....	1.00
Mrs. Leon Douglas, No. 175.....	1.00
Elizabeth Hardee, No. 315.....	1.00
Virginian, No. 337.....	1.00
Pola Negri, No. 293.....	.50
Richard Diener, No. 96.....	.50
Mrs. Newell Vanderbilt, No. 113.....	.50
Mrs. Rudolph Spreckels, No. 285.....	.25

COLLECTION No. 8

Regular Price \$38.00
Collection Price \$25.00

Includes one bulb each of the following:

Geraldine Farrar, No. 338.....	\$5.00
Lagunitas, No. 355.....	5.00
Mexico, No. 396.....	5.00
William Kent, No. 206.....	3.00
Anne Thompson, No. 265.....	3.00
Thais Valdemar, No. 354.....	3.00
Nolene, No. 358.....	2.50
Zoe, No. 211.....	1.50
Mrs. J. K. Armsby, No. 67.....	1.00
Mrs. Leon Douglas, No. 175.....	1.00
Virginian, No. 337.....	1.00
Henry Ford, No. 339.....	1.00
Gladis Plath, No. 311.....	.75
Norma Krausgrill, No. 89.....	.75
Richard Diener, No. 96.....	.50
Yosemite, No. 218.....	.50
Mrs. John R. Walsh, No. 202.....	.50
Eldiva, No. 220.....	.50
Flame, No. 232.....	.50
Pola Negri, No. 293.....	.50
Bubbles, No. 328.....	.50
Salome Jane, No. 240.....	.25
Katharine F. Hess, No. 318.....	.25
Dr. Adolph Rosenthal, No. 327.....	.25
Rose Ash, No. 332.....	.25

COLLECTION No. 9

(In Shades of Red)

Regular Price \$2.50. Collection Price \$1.75
Includes one bulb each of the following:

Virginian, No. 337.....	\$1.00
Victory, No. 192.....	.50
John Merle Coulter, No. 82.....	.25
Mrs. Willard Richardson, No. 83.....	.25
Heart of Juanita, No. 107.....	.25
Sir Roger Casement, No. 203.....	.25

COLLECTION No. 10

(In Shades of Lavender)

Regular Price \$3.55. Collection Price \$2.50
Includes one bulb each of the following:

Del Monte, No. 281.....	\$1.00
Lucia, No. 317.....	1.00
Gladis Plath, No. 311.....	.75
Wistaria, No. 333.....	.25
Costa Rica, No. 187.....	.25
Sarah Lillie, No. 4.....	.15
Fairfax, No. 32.....	.15

COLLECTION No. 11

(In Shades of Pink)

Regular Price \$3.40. Collection Price \$2.25
Includes one bulb each of the following:

Esther Olson, No. 320.....	\$1.00
Mrs. Richard Lohrmann, No. 312.....	1.00
Mrs. John R. Walsh, No. 202.....	.50
Thomas T. Kent, No. 130.....	.25
Mrs. H. E. Bothin, No. 191.....	.25
Mrs. Rudolph Spreckels, No. 285.....	.25
Elizabeth Gerberding, No. 189.....	.15

COLLECTION No. 12
(In Shades of American Beauty and
Magenta)

Regular Price \$4.15. Collection Price \$2.75
Includes one bulb each of the following:

Zoe, No. 211.....	\$1.50
Henry Ford, No. 339.....	1.00
Diener's American Beauty, No. 23.....	.75
Eldiva, No. 220.....	.50
Anna Eberius, No. 10.....	.25
Fairfax, No. 32.....	.15

COLLECTION No. 13
(In Shades of Salmon and Yellow)

Regular Price \$4.25. Collection Price \$2.75
Includes one bulb each of the following:

Moonbeam, No. 329.....	\$1.00
Mrs. J. K. Armsby, No. 67.....	1.00
D. J. Whitney, No. 24.....	.75
Mrs. Newell Vanderbilt, No. 113.....	.50
Pola Negri, No. 293.....	.50
Jack London, No. 38.....	.25
Mrs. Mary Stearns Burke, No. 188.....	.25

COLLECTION No. 14
(Flame Color)

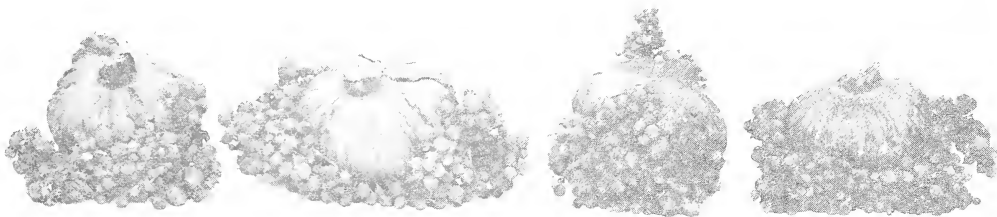
Regular Price \$8.90. Collection Price \$6.00
Includes one bulb each of the following:

Dr. F. E. Bennett, No. 336.....	\$3.00
Thais Valdemar, No. 354.....	3.00
Beatriz Michelena, No. 277.....	2.00
Flame, No. 232.....	.50
Katharine F. Hess, No. 318.....	.25
David Starr Jordan, No. 205.....	.15

COLLECTION No. 15
(Ruffled Varieties)

Regular Price \$7.80. Collection Price \$5.00
Includes one bulb each of the following:

William Kent, No. 206.....	\$3.00
Sierra, No. 117.....	1.00
Mrs. Richard Lohrmann, No. 312.....	1.00
Mrs. Newell Vanderbilt, No. 113.....	.50
Adeline Kent, No. 136.....	.50
Mrs. John R. Walsh, No. 202.....	.50
Myrtle McNally, No. 19.....	.25
Mrs. H. E. Bothin, No. 191.....	.25
Emile Ashe, No. 199.....	.25
Sir Roger Casement, No. 203.....	.25
Frank J. Symmes, No. 204.....	.15
Elizabeth Gerberding, No. 189.....	.15



NO. 191—MRS. H. E. BOTHIN
Showing Increase of Bulblets

Mr. Richard Diener,
Kentfield, California.
Dear Sir:

October 6th, 1925.

The Glads are once more out of the ground and I am still for Diener's quality.

Mrs. Leon Douglas even in a city back yard proved to be a real giant of over seven feet high, towering above other competitions. It was elegant, distinct, floriferous, long lasting and very prolific.

Elf was the first white Glad to bloom from a bulblet. Mrs. Armsby, Mrs. Spreckels, Mrs. Lohrmann, Dr. Bennett, Bubbles and several others also bloomed from bulblets. Of these bulblets not a one failed to turn into a bulb.

Thanking you for the pleasure I got from the raising of your stock, I am,

Very respectfully,

(Signed) ADAM STEINHAUER.

2995 Eastlawn,
Detroit, Michigan.

* * * * *

Richard Diener Co.,
Kentfield, California.
Dear Sirs:

September 6th, 1925.

Last Spring Mr. Roger Dorrance and myself sent you a small combined order for Glad bulblets. We planted the goods and I am going to say that every one of those bulblets bloomed and they were simply grand. I have been told that bulbs grown in your state would not do well here; well, I just wish you could see the blooms I have right now of Mrs. Bothin. We also bought of you a package of your Giant Ruffled Petunias and we had wonderful luck with them. We had blooms as big as tea saucers and we are more than satisfied with our purchase.

Will you kindly send me your catalog for next year just as soon as it is off the press. I want to get some more seeds and bulbs grown by the Diener Company.

Respectfully,

(Signed) ALEX A. BEROW,
Box 116, Wampsville, N. Y.

PETUNIAS

Our originations in Petunias are even more unique in color and great size than our Gladiolus. There is as much difference between our creations and the old-fashioned or common petunia as there is between the modern Mazda electric lamp and the old carbon globe. We believe that no one else has been able to even approach Diener's Ruffled Monsters in color, form or size.

Raising the Seed

All of our seed is raised in lath houses where insects are excluded and chance pollination is eliminated. Every flower is carefully pollenized by the hand of an expert who has grown deft with years of training in this delicate operation.

This process is made necessary because of the inherent habit of Petunias to revert to the original type. We have spent many years in our endeavor to change this habit, and our success, though flattering, has been at the price of years of patient toil.

Our strains are constantly being improved in growth, color and size of flowers. In shipping we take the utmost pains to see that the seed is kept free from moisture and danger of crushing. We suggest that other growers will find it greatly to their advantage to avoid attempting to raise their own seed. Uniform satisfaction may be enjoyed by procuring your entire supply from seeds grown and cleaned by the Richard Diener Company.

Petunia Culture

Our Ruffled Monster Petunias have brought these flowers into high favor among all growers. As they may be grown so as to bloom all year around, they may be made most valuable commercially. Buds will open on stems placed in water, thus replacing the fading flowers and giving a bouquet that will last many days.

Sowing

Prepare a seed bed by taking two parts of any light compost or leaf mold thoroughly mixed, with one part of clean sand. Sift all through a fine sieve. With this mixture fill flats or seed pans, pressing down the soil to a flat surface within two inches of the top. Give a thorough soaking. After the water has seeped into the soil, sprinkle the Petunia Seed evenly over this surface, but do not cover with soil. To prevent attacks of fungi, sprinkle the newly sown flats with charcoal dust. Place a clean pane of glass over them, and if reached by the sun's rays, place a single sheet of paper over the glass to prevent burning. At night and in dark weather remove the paper. Avoid carefully all excess of moisture and have pans near glass in well ventilated atmosphere.

The seed should sprout in from eight to ten days if kept in a temperature of sixty degrees. As soon as this occurs the glass may be removed. Ants will carry off the seed and snails will eat the young plants, so care must be exercised to protect them from these enemies. Our method of preparing seed for sale is such that practically every kernel is fertile, and lack of success in raising plants is, in general, to be traced to lack of caution in sowing or properly protecting the seed after it has been sown. Experience has shown that the best month for sowing our varieties is February.

Transplanting

As soon as the young plants have developed four or five leaves, they should be transplanted into three inch pots and three or four weeks later, when the roots are well filled out they must be shifted to six or seven inch pots, or set out in the garden. In transplanting, care must be taken to avoid planting too deep. Plant only the roots, not the stem. Rather plant too high than too low.

Soil

Petunias are great feeders and require rich ground. A good compost or old hotbed soil with the addition of about one-sixth clean sand is recommended. For fertilizer use a moderate amount of bone meal and dry blood thoroughly mixed with the soil.

Location

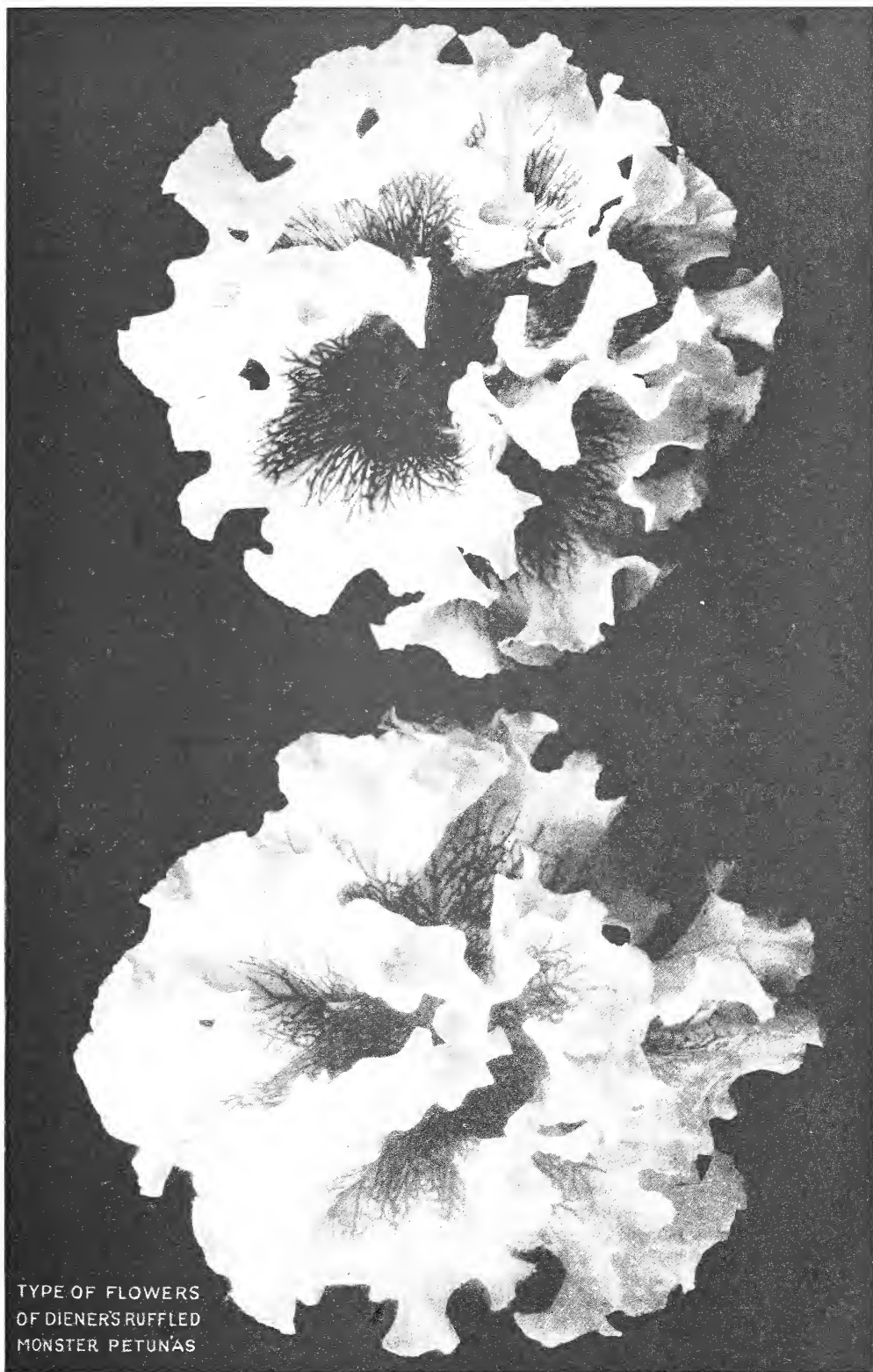
Petunias need plenty of light. When raised in greenhouses or hotbeds they should be placed close to the glass, but have plenty of ventilation. When planted in the garden, half shade will do, but the best spot is the sunniest and most open.

Petunia Plants

Petunia plants are too delicate to justify shipment greater distances than a thousand miles. To points at a lesser distance they should be received in excellent condition, if shipped during April, May or June.

The prices are for plants packed, ready for shipment at Kentfield, by the American Express, with transportation charges to be collected at destination.

Flowering plants (Singles) out of three-inch pots \$2.50 per dozen; \$18.00 per hundred. Prices of Double Petunia Plants on request.



TYPE OF FLOWERS
OF DIENER'S RUFFLED
MONSTER PETUNAS

PETUNIAS

Ruffled Monsters

	Price Per Pkg.
No. 1. PINK. Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence.....	\$.50
No. 2. RED. Strongly veined Mahogany and black center. Average flowers 5 to 7 inches in diameter.....	.50
No. 3. VARIEGATED. Colors appearing in checks, blotches and stripes of red, pink and white. Flowers 5 to 7 inches in diameter.....	.50
No. 4. WHITE50
No. 5. RED WITH BLACK CENTER. Outer edge of the flower is red with a coal black center50
No. 6. PALE LILAC PINK. Heavily ruffled with strongly veined center. Flowers 4 to 5 inches in diameter50
No. 7. RED AND WHITE VARIEGATED. Large yellow center.....	.50
No. 18. VARIEGATED HEAVY RUFFLED. Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers 4 to 5 inches across50
No. 20. MAUVE. Center heavily veined with Royal purple. One of our most exquisite and most popular varieties. Average flowers 5 inches across.....	.50
No. 8. RUFFLED MONSTERS MIXED. All colors of the above mentioned varieties evenly mixed50

The Following Varieties Are Somewhat Smaller Than the Ruffled Monsters:

No. 9. FLESH PINK FRILLED. A most beautiful variety, with edges frilled. Flowers are 3 to 4 inches in diameter.....	\$.50
No. 10. WHITE FRILLED. Snow white with flowers 3 inches in diameter. Plants of dwarf growth50
No. 11. BLUE OR PURPLE. We especially recommend this variety. It has been greatly improved in size and clearness of color. The flowers average 4 inches in diameter. It is of a rich silky blue.....	.50
No. 12. APPLE BLOSSOM. Pale Apple Blossom Pink. Flowers 3 inches in diameter with frilled edges. Plants of dwarf growth.....	.50
No. 14. DIENER'S PINK GLORY. The greatest novelty in Petunias, pure flame rose pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants attain a height of 12 to 14 inches. A very compact grower and is continually covered with flowers.....	.50
No. 15. BLUE AND WHITE. Especially adapted for window boxes or hanging baskets50
No. 16. WHITE GIANT. Snow white with flowers of the largest size, 5 to 6 inches across. The seedlings of this variety come 95% true.....	.50
No. 17. PALE SULPHUR YELLOW. Flowers single and double with heavily frilled edges. Entirely new, it being the first clear yellow.....	.25
No. 19. GIANT PINK GLORY. (1925.) An improvement on Pink Glory. It is of the same coloring as our No. 14, but the blooms are twice the size, and the plants of more bushy growth. This is a truly wonderful variety and should be in every garden50
No. 21. DEEP VIOLET. Flower of velvety texture with silver seam around the edge of the entire flower. Sturdy and compact growth.....	.50



PETUNIAS—DIENER'S RUFFLED MONSTERS. (Seedlings in 3-inch pots twelve weeks after sowing)

UNITED STATES NAVAL AIR STATION
San Diego, California.

November 25, 1925.

Richard Diener Co.,
Kentfield, California.

There is enclosed herewith two photographs of a silver cup which was won by the Naval Air Station at the annual fall flower show of the San Diego Floral Society in the Fall of 1925. This cup was awarded to the station for the best display of perennials, and this display was composed entirely of blooms obtained from the petunias which you so kindly donated to the Naval Air Station about June 1st, 1925. It was thought that this might be of interest to you to know that the Station had obtained this cup on your particular type of Petunias.

Yours very truly,

(Signed) J. N. F. BISCHOFF,
Foreman, Public Works.

* * * * *

Department of Science
Duluth Central High School

November 5th, 1925.

Richard Diener Company,
Kentfield, California.

Dear Sirs:

The Ruffled Monster Petunia Seed I purchased from you last Spring grew true to name. I had Petunias six inches across right out in my open garden, not only one, but many of them. They are marvels and attracted many visitors.

Very truly yours,

(Signed) T. F. PHILLIPS,
4427 Luverne St.,
Duluth, Minnesota.

* * * * *

Richard Diener Co.,
Kentfield, California.

October 6th, 1925.

Dear Sir:

It may please you to know that Petunias grown from your seeds took three blue and one red ribbon at the Hawaii Territorial Fair. The seeds were sent to me in the early spring, planted in April and received ribbons in August, 1925.

(Signed) MRS. S. L. AKANA,
3564 Kaimuki Avenue,
Honolulu, T. H.

	Price Per Pkg.
No. 22. ROSE COLOR. Very showy and striking, wonderful for massing in beds or borders. Very free blooming, plants of dwarf growth, reaching a height of 6 to 7 inches. Flowers two inches in diameter.....	.25
No. 23. PALE AMARANTH PINK. Flowers single, averaging two inches across, of dwarf growth. This variety is used extensively for bedding, as it blooms profusely25

Double Varieties

No. 24. GIANT DOUBLE MIXED—BROAD PETALS. Colors ranging from snow white through all shades of pink, mauve, purple and dark red, the lighter shades predominating. The double flowers are very large and perfectly formed, some being beautifully fringed, while others are ruffled and fluted. The seed of this variety is greatly improved over that which we offered last season. We guarantee 33% double. A peculiarity of the doubles is that they are the slowest growers in the lot. In most cases, the seedlings appearing first are the singles, while the latest are the doubles.....	\$1.00
No. 25. DOUBLE FRINGED MIXED. Double flowers and of all colors imaginable. Plants sturdy and erect, yielding a profusion of brilliantly marked flowers, some fringed and fluted, while others have lace-like edges.....	.50
NOTE: The next five varieties are the largest and most highly developed strains in double petunias. Nos. 27 and 28 are of the most wonderful colorings ever produced. The size of the flowers is around 6 inches in diameter, and all are guaranteed to bring 33% double.	
No. 26. RHODAMINE PURPLE. (1925.) Giant double, broad petals. Flowers 5 to 6 inches in diameter. Mammoth blossoms of the very richest coloring..	1.00
No. 27. AMARANTH PINK. (1925.) Giant double, a huge blossom with broad petals. A very free blooming variety of wonderful merits.....	1.00
No. 28. MAUVE. (1925.) Giant double, broad petals, flowers 5 to 6 inches in diameter. Blossoms extremely large and showy, of orchid coloring. Plants continually covered with blooms.....	1.00
No. 29. VIOLET PURPLE. (1925.) Giant double, broad petals. Flowers 5 to 6 inches across. One of our latest introductions that is sure to please the most critical	1.00
No. 31. PALE ROSOLANE PURPLE. (1925.) Double, heavily frilled. Dwarf and bushy growth, flowering continually. Average bloom, 3 inches across50
No. 32. DOUBLE PINK GLORY. (1926 Novelty.) Flowers very large and double, of pure flame rose pink. Of sturdy and compact growth. Pkg.....	1.00
No. 33. YELLOW DOUBLE. (1925.) Very clear yellow, very fine variety.....	.50

Quantity Prices — Petunia Seeds

	1/16 Oz.	1/8 Oz.	1/4 Oz.	1/2 Oz.	1 Oz.
No. 1	10.00	18.75	37.50	75.00	150.00
Nos. 2, 3, 4, 5, 6, 7, 8, 9, 11, 14.....	7.50	15.00	25.00	50.00	100.00
Nos. 15, 19, 20	7.50	15.00	25.00
Nos. 10, 12, 16, 18, 31, 33.....	7.50	15.00
Nos. 17, 22, 23	3.75	7.50	12.50	25.00	50.00
Nos. 24, 26, 27, 28, 29.....	20.00	35.00	60.00	115.00	225.00
No. 25	15.00	25.00	45.00	80.00	150.00



GIANT DOUBLE PETUNIA—(Actual Size)

AMARYLLIS

Diener's Ever-Flowering Mammoth Hybrids

For years Mr. Diener has been working on Amaryllis to enlarge the flowers and enrich the coloring, and we now have a good stock on hand, the colors ranging from nearly white to all shades of rose, from red to deepest scarlet. The flowers are from ten to fourteen inches in diameter and are mostly four flowers to the stem. Unlike the old Amaryllis which flower only once a year, these new hybrids bring a spike every three or four months. They are very valuable as cut flowers. If the pollen is removed when the flowers open, they will last for several weeks.

Diener's mammoth Amaryllis Hybrids are destined to be a wonderful show flower in the near future. Cultivation is simple, as they grow easily. Soil suitable for a geranium or fuchsia is right for these Amaryllis. They must have very little shade when under glass, and during the summer kept out in the full sun in the open. When bulbs are larger, it is necessary in planting that just the roots be placed in the ground, the whole bulb must be above the ground. They should be watered only when the top soil is dry.

These Amaryllis should be kept under continual cultivation all the year around, never rested or kept dry. They should be kept in a temperature that will fall little below seventy degrees. Soil should be changed from time to time as required.

Prices are for bulbs to be sent by American Express, charges collect.

Young stock ready for first bloom, \$1.25 each; \$10.00 per dozen.

Older stock of better quality, \$2.00 each; \$20.00 per dozen.

Other bulbs at \$3.00, \$5.00, \$7.00, \$10.00 and \$15.00 each, priced by size and excellence of flower.

Amaryllis Seed

Amaryllis Seed should be sown in boxes or seed pans (in greenhouse or hotbed), containing finely sifted sandy leaf mold to a thickness of three inches. Smoothen out surface of soil evenly and sprinkle thoroughly. Spread seeds closely together (so close that they touch one another), and cover with the same soil just sufficient to hold them down. Keep moist but not too wet. If air is too dry, cover with glass. In case of very hot sun, cover the glass with a sheet of paper in order to prevent the heat from burning the young plants.

Plants will come up in about three weeks, and should remain in the same box for two or three months. Replant in three inch pots, or in boxes about two inches apart. Seedlings, when given the proper care, will commence to flower eighteen months after sowing. Seed may be sown at any time of the year in a greenhouse.

Prices are for seeds, postage prepaid.

Twenty seeds \$1.00; One Hundred seeds \$3.50; One Thousand seeds \$30.00.

* * * * *

Richard Diener Co.,
Kentfield, California.

May 12th, 1925.

Dear Sirs:

I got an Amaryllis bulb from you last year, gave \$5.00 for it. It came into bloom and now it is grand, and so out of the ordinary. We have a store and I have it in the window for people to see it. It is so beautiful. I should like another one. What variety and color can you suggest?

Yours truly,

(Signed) MRS. JACK WILSON,

Dundas, Ont., Canada.

* * * * *



DIENER'S EVER-FLOWERING AMARYLLIS HYBRIDS

Note—While Plant Has Seed Ripe, New Flower Spike is Appearing



The Chrysanthemum Dahlia

The color is iridescent Dahlia Purple. This is a new type. The blooms stand vertically on the stem-like Chrysanthemums. This flower is the result of many years of carefully planned work on Mr. Diener's part, and we believe it to be a masterpiece in plant crossing, and the forerunner of a type more beautiful than now existing. Divisions \$10.00 each.

DAHLIAS

Our Dahlias are the result of years of thought and labor in crossing, of the very finest varieties in existence. We have succeeded in producing flowers with exceedingly long wiry stems, unusually large flowers and exquisite coloring. The plants are extremely sturdy. They come from the cream of fifty thousand seedlings. We believe our creations among Dahlias will take the same rank among their kind that our Gladiolus have already achieved in their field.

Culture

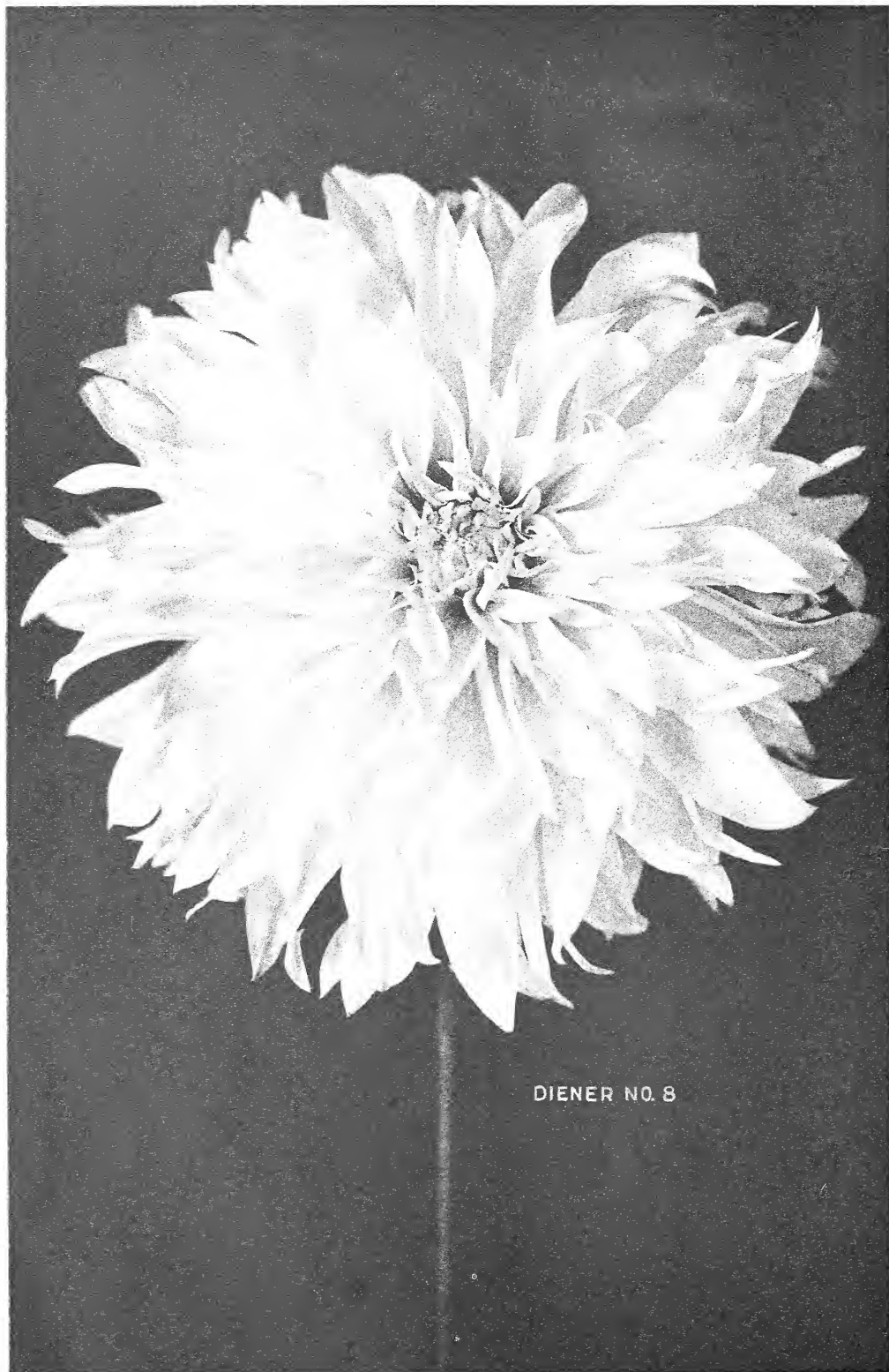
No particular type of soil is required, though a medium loam deeply spaded and well mixed with a good commercial fertilizer will give the best results. When plants are about two feet high use manure as a mulch. Planting should be done after all danger of frost is over. The tubers should be planted in a horizontal position, about four inches deep and with the eye or sprout up. If large flowers are desired for cutting or exhibition, buds must be removed from all but a very few on the main stalks.

Roots are taken up in the fall after the frost has killed the foliage. The clumps should be allowed to dry three or four days and then stored in a cool, dry, dark place that is free from frost.

There being so many thousands of named varieties now on the market, we have preferred to list ours under our own name and number, except for the new type Chrysanthemum Dahlia.

The prices named below are for tubers sent postpaid.

	Each	Per Dozen
DIENER No. 1.		
An immense Chrysanthemum-type dahlia of real ivory white with a pink underground, shading lighter toward the center. Because of its delicate color, fine foliage, long wiry stems, it is a great contribution to the Dahlia World	\$ 3.00	\$30.00
DIENER No. 2.		
Flame grenadine red with the extreme outer petals tipped with gold. Petals fold back regularly, showing a neatly folded center of red. This bloom resembles a large flaming ball, and is extremely striking and attractive. Stems long and rigid. A distinctly beautiful variety admired by all visitors.....	2.00	20.00
DIENER No. 5.		
Another beauty of the semi-cactus class. A very odd color combination. Amber-buff with old rose and ruby shading. Long twisted and curling petals. Good stems and a free bloomer.....	1.00	10.00
DIENER No. 6.		
Splendid variety of champagne color shading into rose at the center. An enormous bloom, each petal large and folded back, producing a large round mass of color. Long, rigid stems	3.00	30.00
DIENER No. 7.		
Snow white with a faint touch of lemon in the center which grows lighter as the flower opens. Petals broad without markings. A very fine strain	2.50	25.00
DIENER No. 8.		
One of the most beautiful Decoratives yet produced, of pure chalcedony yellow. A most delicate color. Very long petals, some having pointed tips and folded together, while others are divided and deeply cut out. A perfect specimen. Flowers are borne high above the foliage on long rigid stems. Perhaps the largest in existence.....	3.00	30.00



DIENER NO. 8

DIENER No. 9.

Cream background, petals covered with pinkish lilac, growing into a deeper shade of mallow purple at the center. Tips of petals divided, giving a beautifully fringed effect. Stems long and blooms last well when cut

5.00 50.00

DIENER No. 10.

A striking combination of coral and buff. The larger part of the flower is an intense coral and very iridescent, while the two outer rows of petals are tipped with straw. Petals are long and folded back, forming a large flat flower. Good foliage and healthy grower. Stems very long and tough

3.00 30.00

DIENER No. 11.

A large blossom of Dahlia purple with maroon shading. A well rounded bloom with petals symmetrically arranged. Deeply colored center.....

3.00 30.00

DIENER No. 13.

A pleasing blossom of rose pink with straw colored shading. Outer edges show traces of lilac. A large flat bloom, having long, strong stems. Good cut flower variety. One of the best ever produced.....

2.50 25.00

DIENER No. 14.

An enormous bloom of velvety carmine. No markings. Petals long and twisted. Center practically covered with smaller petals, so that the blossom gives a glorious red effect. Fine foliage and strong growth..

3.00 30.00

DIENER No. 15.

Champagne tinted with pinkish lilac. An unusually soft and well blended color. Petals broad and evenly arranged. A good full decorative. Stems long and rigid

3.00 30.00

DIENER No. 16.

A rosy pomegranate color with tips of petals shading into old rose. Petals of extra fine texture. Flowers immense and are borne on long stems

5.00 50.00

DIENER No. 17.

This attractive Decorative of bordeaux, tipped with dahlia purple, is very iridescent. Large broad open petals. Long stems.....

2.50 25.00

DIENER No. 18.

A very beautiful dahlia of the decorative type, rosy pink underground, overlaid and striped with Amaranth pink. Very free blooming. Sturdy stems

3.00 30.00

DIENER No. 19.

An exquisite combination of sulphur yellow and shell pink. A decorative of great merit. Petals broad with slightly rounded tips, each being outlined with faint pink. Each petal appears to stand out individually. Flowers very hardy. One of our best.....

5.00 50.00

DIENER No. 20.

Large decorative of fine form with very broad petals. Ground color white with purplish lilac coloring. Long strong stems. This dahlia is perfect in every respect. Immense in size.....

5.00 50.00

DIENER No. 22.

Large open flower of velvety texture. Color is ox-blood red, very striking. Petals broad and wide open. Good foliage and flowers held erectly on long stems

2.50 25.00

DIENER No. 23. (1925)

Light mallow purple. Petals around the center are pure Napthalene yellow. Very odd color. Petals folded. Large flowers and long stems....

2.50 25.00

DIENER No. 24.

A very fine semi-double variety. Amaranth pink overlaid with Tyrian pink. Good broad petals. Very free blooming. Good foliage and stems....

2.00 20.00

DIENER No. 25.

Another of the semi-double variety. Real mallow purple with wide open petals. Large blossoms, free blooming. Good foliage and stems.....

1.50 15.00

DIENER No. 26.

A greatly admired decorative of pure white. No markings whatsoever. Wide open petals, blossoms large and full. Exceptionally fine stems and foliage. Good clean grower

2.00 20.00

DIENER No. 27.

A semi-double of fine form. Liseran purple shading into olive buff in the center. Large twisted petals, curling artistically. Very fine stems..

3.00 30.00

DIENER No. 28.

Citron yellow heavily overlaid with pale rose purple. Very large decorative. Petals extremely wide and long

3.00 30.00

DIENER No. 29.

An immense decorative of extremely heavy texture. Deep nopal red. Outer rows of petals tipped with old gold. Very iridescent. Long, wiry stems

3.00 30.00

DIENER No. 30.

Liseran purple with rose purple underground. Long broad petals slightly curled and twisted. Immense flowers. Stems long and heavy.....

2.50 25.00

DIENER No. 31.

Enormous decorative of Barium yellow, overlaid with pinkish cinnamon and iridescent old rose. Very long wide petals. Stems extra long and wiry

5.00 50.00

DIENER No. 32. (1925)

Large double. Color zinc orange, center wax yellow. This variety shows more iridescence than any we have yet seen. In the sunlight it is covered with small specks of bright glistening gold. Large curly petals. Stems long and strong.....

5.00 50.00

DIENER No. 33. (1925)

Immense double of bordeaux, petals growing darker near the center, shading into deep burnt lake. Velvet appearance. Petals have from two to three divisions. Good strong stems.....

5.00 50.00

DIENER No. 34.

A striking large double. Very iridescent rhodamine purple. Center aster purple. Each petal is unusually large and wide open. Long wiry stems

3.00 30.00

DIENER No. 35. (1925)

Giant Double. Brazil red. Outer row of petals grenadine. Center petals finely striped with Amaranth purple. Very iridescent. Long wide curling petals. Good stems

3.00 30.00

DIENER No. 37. (1925)

Large decorative of baryta yellow, very heavily overlaid with rosolane purple. Good full bloom. Petals large and open. Stems long and strong

3.00 30.00

DIENER No. 38. (1925)

A very double Camelia shaped dahlia of snow white. Large broad petals and fine long stems. Lovely variety. Good sturdy growth.....

3.00 30.00

DIENER No. 39. (1925)

A large semi-cactus of coral red. Iridescent. Large curling broad petals. Long stems with good foliage. A beauty.....

3.00 30.00

“APRICOT”

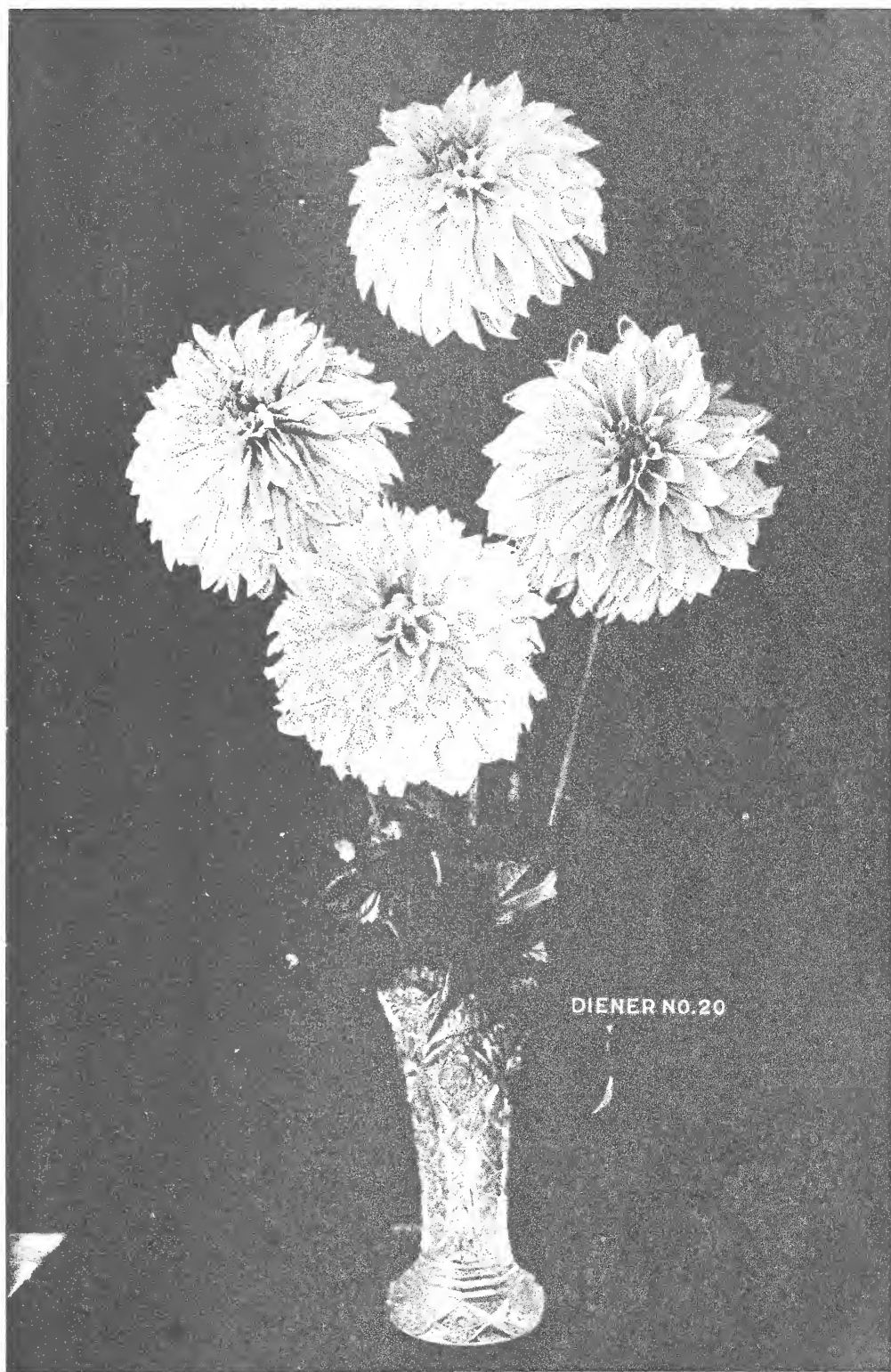
Large semi double. Jasper pink overlaid with chrome around the center. Shell pink underground. Very iridescent. The colors blended together give an apricot shading. Gorgeous flower. Stems long and strong. Petals are large, wide and open, curling artistically.....

1.00 10.00

“HELIO”

A very striking peony type of bright canary yellow. Stems long and wiry and hold the flowers correctly. Flowers of the very largest size and very free blooming

1.00 10.00



DIENER NO. 20

DIENER'S DELPHINIUM HYBRIDS

Dreams of Beauty

(Perennial)

They are the most resistant to mildew, the largest flowering and the finest varieties that have been offered for sale. They form exceptionally long spikes, and range in colors from very pale to deep blue, mauve and pink inlaid; a single flower measuring from two to three inches across.

Plants are sent by Express Charges Collect.

Small plants \$1.25 per dozen; \$10.00 per hundred.

Plants out of three inch pots \$2.50 per dozen; \$15.00 per hundred.

Seeds per trial packet 50c; per packet \$1.00; ¼ Oz. \$3.00; ½ Oz. \$5.00; 1 Oz. \$10.00.

Directions for Sowing Delphinium Seed

Seeds should be sown in boxes in a firm soil of equal parts of sand and leaf mold. Cover with soil to their thickness and pack with a smooth board being careful to preserve the porousness of the soil so that it will absorb water. Sift powdered Spaghnum Moss, peat or powdered leaf mold lightly over the top to insure surface moisture. The boxes should be placed in the shade where they must be kept at a moderately low, even temperature for two or three weeks as the seed germinates very slowly.

Transplant as soon as leaves are well formed placing plants about an inch apart. In selecting seedlings remember the fast growers usually germinate first but do not produce the best flowers.

Tritoma — Diener's Hybrids

Red Hot Pokers (Perennials)

This novelty was introduced last year and has already become very popular. An illustration in color is to be found on the inside cover. The flowers range in color from yellow and coral to orange and scarlet. The stems range from four to six feet in length, and the flower heads from eight to sixteen inches.

Directions for Sowing

Plants are raised from seed very easily. A rich sandy compost is recommended. Seeds should be sown thickly and covered to their own thickness with soil. When the plants have developed two or three leaves, they should be transplanted two or three inches apart, either in boxes or in the open. If large plants are set out have the roots near the surface. Do not plant too deep. In localities where the ground freezes, the plants should be well covered with leaves or taken out and heeled in, in a place free from frost.

Seeds are shipped free, plants by Express, charges collect.

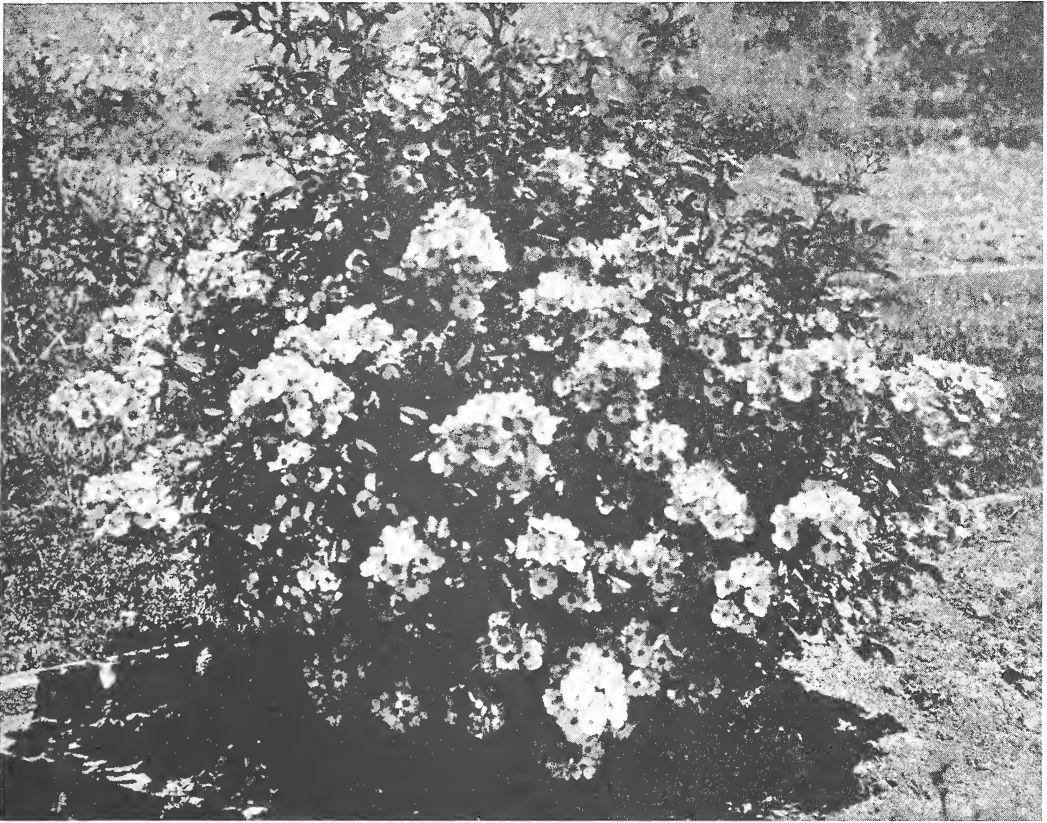
Seed per package, 25c; per oz. \$5.00; per lb. \$65.00.

Divided plants, per dozen \$2.50; per 100 \$18.00; per 1000 \$145.00.

Pelargonium "Lady Washington"

"Diener's Giant"

An "Easter Greeting" variety, giant flowering. A single flower petal cannot be covered by a silver dollar. Color is a most beautiful rose, the two upper petals marked with large spots of burnt lake. The growth is compact like "Easter Greeting" and flowers continually. Plants have the appearance of an Azalea. For Spring Delivery out of three inch pots shipped American Express, Charges Collect, 50c each, \$5.00 per dozen.



ELLA McCLATCHY
A new rose, continuously in bloom

Roses

We offer this year three new roses all perfected by Mr. Diener and placed on sale for the first time. We believe they have unusual merit and that they will find a well deserved place among the famous varieties of the world.

"ELLA McCLATCHY." This rose is continually in bloom. The flowers are single and about one and one-half inches in diameter. They form large clusters much like hydrangeas though not quite as compact. Rose color with rose pink center and edges of petals, tyrian rose. Cut flowers will retain their petals for a week or more if kept in fresh water. Plants are thornless and disease resisting.

Own Root plants, one year old \$2.00 each; \$20.00 per dozen.

"CAROLINE ESBERG." A beautiful new climbing flower. The color is ashes of roses very similar to our Rose Ash gladiolus and is new to roses. The flowers are double and form in clusters, blooming once in the Spring.

Own Root plants, one year old \$2.00 each; \$20.00 per dozen.

"DIENER'S BLUE." A new naphthalene violet climbing rose. Flowers are very double and about two inches in diameter. They form in large heavy clusters. The plants are almost thornless and are of vigorous heavy growth. They should not be planted against a wall but along an open fence or pergola to insure free circulation of air. We consider it the best blue rose yet produced.

Own Root plants, one year old \$2.00; \$20.00 per dozen.

"KENTFIELD." This was placed on the market first in 1923 and is one of the most beautiful roses grown. It is the result of a crossing with Cecile Brunner. The color is deep rose pink, the outer edges of the petals rose pink. This variety is very double and flowers are about one and one-half inches in diameter, forming in large clusters. Plants grow three feet high and are very vigorous, healthy and continually in bloom.

Rooted plants, one year old \$1.00 each; \$10.00 per dozen.

IRISES

No Garden is Complete Without Them

The Iris is very easy to grow and no flower is more satisfactory for home decoration. If cut and placed in water when the buds are well developed, they will open to their full bloom without loss of beauty. Every bud will open, thus giving a bouquet of rare richness and color for many days.

We offer the following varieties separately or in collections. If ordered separately in lots of not less than one dozen, the charge will be at the rate of a dozen for ten times the price of one. Prices include packing. Shipment is made by American Express, charges collect.

COLLECTION No. 1

Regular Price \$2.55. Collection Price \$2.00
Includes one each of the following:

LOHENGRIN; pink mauve.....	\$.35
JEANNE D'ARC; white bordered lavender35
WINDHAM; pink35
ALBERT VICTOR; clear light blue..	.25
CATERINA; light gray blue.....	.25
KHARPOT; deep rich purple.....	.25
OTHELLO; velvety violet25
CLARISSIMA; pink lavender striped purple25
GLOIRE DE HILLEGOM; light blue (early)25

COLLECTION No. 2

Regular Price \$3.55. Collection Price \$3.00
Includes one each of the following:

RINGDOVE; mauve lavender	\$.50
MAUVINE; clear mauve50
ALCAZAR; light violet overlaid bronze50
TROJANA; bicolor blue and purple..	.50
ISOLENE; pink buff35
WINDHAM; pink35
JEANNE D'ARC; white bordered lavender35
ALBERT VICTOR; clear light blue..	.25
CATERINA; light gray blue.....	.25

COLLECTION No. 3

Regular Price \$4.60. Collection Price \$4.00
Includes one each of the following:

LENT A. WILLIAMSON; mulberry purple	\$1.00
MAUVINE; clear mauve.....	.50
IRIS KING; bicolor yellow and ma- roon50
RINGDOVE; mauve lavender.....	.50
TROJANA; bicolor blue and purple..	.50
JEANNE D'ARC; white bordered lavender35
ALBERT VICTOR; clear light blue..	.25
GLOIRE DE HILLEGOM; light blue (early)25

DALMARIUS; gray blue and lilac....	.25
KOCHII; claret purple25
OTHELLO; velvety violet25

COLLECTION No. 4

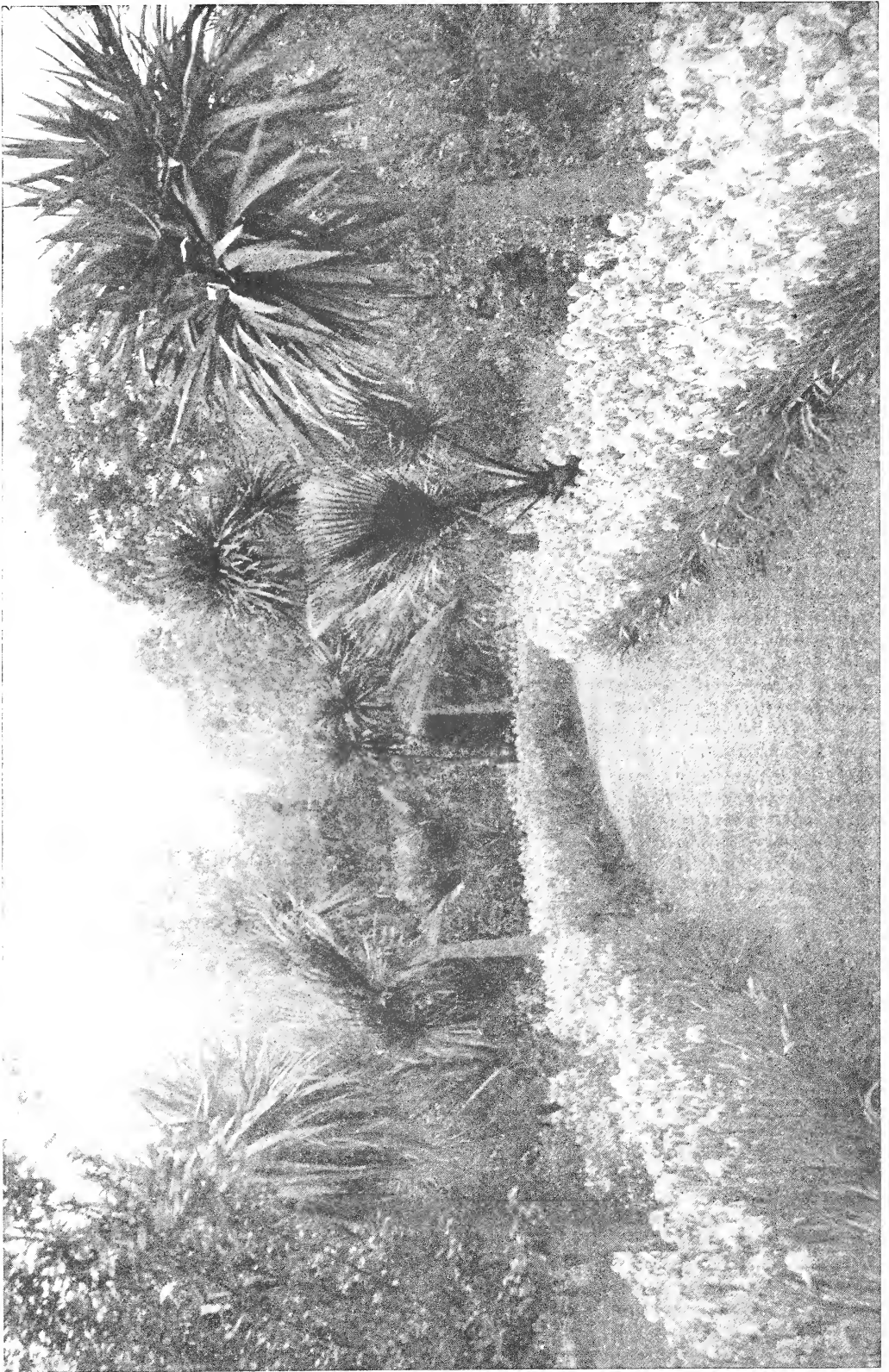
Regular Price \$5.70. Collection Price \$5.00
Includes one each of the following:

LENT A. WILLIAMSON; mulberry purple	\$1.00
MESOPOTAMICA; blue and violet..	.75
RINGDOVE; mauve lavender.....	.50
NOTHUNG; light yellow.....	.50
MAUVINE; clear mauve50
IRIS KING; bicolor yellow and ma- roon50
ALCAZAR; light violet overlaid bronze50
ISOLENE; pink buff35
HER MAJESTY; pink35
LEONIDAS; light mauve lavender....	.25
CATERINA; light gray blue.....	.25
KOCHII; claret purple25

COLLECTION No. 5

Regular Price \$7.15. Collection Price \$6.00
Includes one each of the following:

AFTERGLOW; yellow	\$1.00
LENT A. WILLIAMSON; mulberry purple	1.00
MESOPOTAMICA; blue and violet..	.75
ALCAZAR; light violet overlaid bronze50
MAUVINE; clear mauve.....	.50
RINGDOVE; mauve lavender50
IRIS KING; bicolor yellow and ma- roon50
MARY GARDEN; pale yellow striped maroon50
NIBELUNGEN; yellow and violet purple35
HER MAJESTY; pink35
ISOLENE; pink buff35
LOHENGRIN; pink mauve35
KHARPOT; deep rich purple.....	.25
SIBERICA (ORIENTALIS); gentian blue25



"POWHATTAN" FLOWERING IN THE BORDERS.



GIANT DAHLIA FLOWERED ZINNIA

DIENER SEEDS

Dahlia Flowered Zinnias

These Zinnias are a distinctly new type and a marked improvement over the old varieties. The petals are cupped and closely resemble the dahlia flower. The blooms are very large some seven and eight inches in diameter. The plants are strong stemmed and vigorous. Seed raised on our own farm. Colors are orange, golden yellow, white, salmon, pink, crimson, scarlet and purple. Per packet 50c; per $\frac{1}{4}$ Oz. \$1.00; per Oz. \$3.50.

Calendula

(African Marigold)

These are a great improvement over the common Marigold. In beds or groups they are very effective as they bloom from early Spring to late Fall. We offer the Orange King, very deep orange, and the Lemon Queen, a rich clear yellow. Selected colors 25c per packet; six packets \$1.00.

Shasta Daisy Flowered Single Aster

The Shasta Daisy flowered single Aster is of branching habit which may be described as a giant Single Ostrich Plume Aster, and it is exceedingly popular. The flowers have long, perfectly formed petals, but the golden yellow centers are very small. They are carried on long stiff stems from twelve to twenty inches in length. White, pink, scarlet, mauve, purple and other beautiful colors are in the mixture. It is of great value as a border plant, attaining a height of two to two and a half feet and is probably the best aster for cutting and house decoration. Per packet 25c; per $\frac{1}{4}$ oz. \$1.00; per oz. \$3.50.

Giant Pampas Plumed Celosia

This strain begins to develop its great feathery pampas plumes very early, and they grow larger and finer through the season. In pots they last nearly all winter. The colors are brilliant scarlet, old rose, salmon pink and canary yellow and are very beautiful. Per packet 25c; per $\frac{1}{4}$ oz. \$1.00; per oz. \$3.50.

Diener's Hybrid Freesia Seed

The size of the flowers are two or three times that of Freesia Purity, and in color are snow white, lilac, lavender, deep blue and yellow. They have strong stems and we believe them to be the most highly perfected freesia today. Price per hundred seeds 50c; per thousand seeds \$2.50.

Directions for Sowing Dahlia Seed

Dahlia seed should be spread on a smooth surface of sandy leaf mold and gently pressed in with a flat board. They should then be very lightly covered with the same soil by shaking it through a sieve. Put in a warm moist place and see that the soil is not permitted to become dry. Glass may be placed over the flats to preserve the moisture. After the germination has begun the glass should be replaced with cheese cloth as a protection against too much sun. After they are up three or four days they should be transplanted into two-inch pots or into boxes placing the plants three inches apart.

Diener's Giant Double Hybrids

On our Sonoma Farm we have grown a choice collection of what we consider the world's most perfected varieties. To seed from these, we have added that gathered from our own flowers, including both our original Diener's No. 1 Chrysanthemum type and our new and improved Chrysanthemum type which is offered for the first time this year. No dahlias of the single varieties have been raised within miles of our farm, so the percentage of doubles in this mixture will be the very highest possible. We offer this most unusual mixture at three dollars per hundred seeds.

Fantasy Dahlia Seed — Mixed

The Fantasy Dahlias have been originated by Mr. Diener, and were marketed for the first time last season. They are all bi-colored and range in shades of purple, salmon, red, scarlet, orange, yellow and pink. Each petal has three stripes running lengthwise, the center stripes being white, while the outer stripes are of solid color. Flowers are single, semi-double and double with curling petals. This variety is extremely odd and beautiful and has won the admiration of all who have seen it.

Seedlings will flower from two to three months after sowing and will form large bushes, as if raised from tubers. If you have any space in your garden, you will find real enjoyment in raising these seedlings. Per packet 75c.

* * * * *

The Richard Diener Company, Inc.,
Kentfield, California.
Gentlemen:

August 15th, 1925.

The second Annual Show of Pike's Peak Dahlia Club, of Colorado Springs, is set for September 2nd and 3rd.

Would you feel free to offer a tuber or tubers of your very desirable Dahlia originations as prizes? They will be a great help in stimulating interest in the show and therefore in Dahlia culture, and will be greatly appreciated.

It may interest you that the Dahlia seed I obtained from you in 1923 produced some very beautiful varieties, one of them winning second prize for best 1923 seedling in large competition in the Denver Show of last year.

Yours truly,

(Signed) GEORGE WILLIAM VEDITZ,

Secty. Pike's Peak Dahlia Club,
414 No. Custer Ave.,
Colorado Springs, Colo.

* * * * *

Richard Diener Company,
Kentfield, California.

January 6th, 1925.

Dear Sirs:

Please send me your seed and plant catalog. I saw some Dahlias that came from your company last year and they were marvelous both in size and color.

Respectfully,

(Signed) MRS. CHARLES JOHNSON.

Route 1, Rice Lake, Wis.

Primula Malacoides, Diener's Hybrids

They are the results of three successive crosses between *Primula Malacoides* and *Primula Obconica*. The flowers are two or three times larger than *Primula Malacoides* and the colors are much deeper. They range from a deep lavender to almost red. The plants grow stronger and do not rot off so easily. A great improvement on *Primula Malacoides*. These flowers are favorites for pot plants and winter cut flowers. Per packet 25c; per dozen packets \$2.50.

Pansy Seed "Giant Excelsior"

A most beautiful pansy mixture, containing every color of the rainbow. The single flowers are of the very largest size. They are ruffled and fluted, and for bedding purposes are unexcelled. The best seed that money can buy. Per packet 50c; $\frac{1}{8}$ Oz. \$1.50; 1 Oz. \$10.00.

Directions for Sowing Pansy Seed

A rich sandy compost of old hotbed soil is recommended. Sow the seed thickly, cover to their own thickness with the same kind of soil and keep moist. As soon as the plants have developed two or three leaves, transplant into boxes or in the garden placing the plants about two inches apart.

Statice Sinuata

(Everlasting)—"Deep Blue"

It is a perennial which grows about 20 inches high and flowers continuously. The flowers when cut will last for several years. This variety as developed by us, should be given a trial. Per packet 25c; per pound \$3.50.

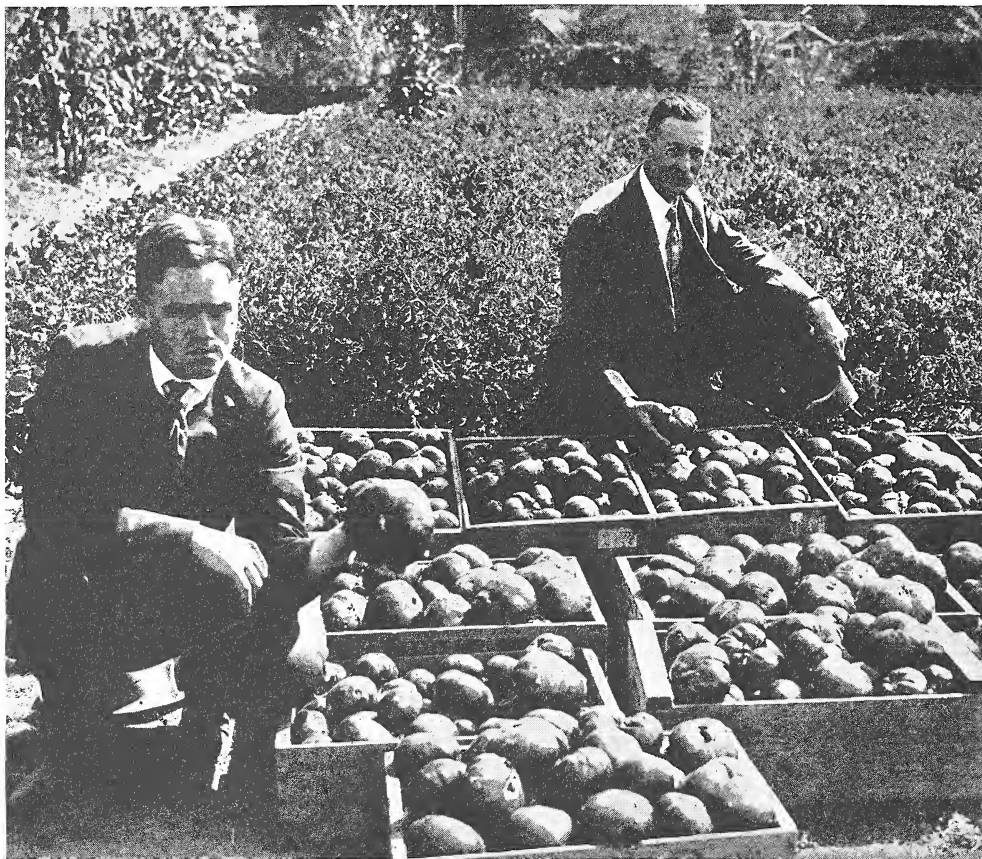
Statice Sinuata

(Everlasting)—Mixed Hybrids

In colors of white, yellow, lavender, pink and lilac. The colorings in this mixture are very delicate. Per packet 25c; per pound \$3.50.

Directions for Sowing Statice Seeds

Statice seed should be sown in a sandy leaf mold soil. Even off the ground well, then sprinkle the seed over the surface, (seed should not be broken apart), and press it in with a flat board. Do not cover. Water thoroughly and cover with a sack or burlap which should be kept moist continually by sprinkling three or four times a day. As soon as the young plants appear, which will be in seven or eight days, the sacks should be removed. To prevent the snails from attacking the young seedlings, sprinkle lightly with air-slaked lime.



THE DIENER TOMATO. LARGE AND PROLIFIC PRODUCER

The Diener Tomato

"King of all Tomatoes"

AWARDED GOLD MEDAL at the California Industries and Land Show, October 5th, 1919.

This tomato was originated by Richard Diener in 1917, and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out leaving no hollows. For this reason it is very valuable for dehydrating or canning. The flesh is a magnificent dark red and is very sweet and free from acid. It produces very few seed so is exceptionally fine for catsup.

Instructions for Sowing Seed

Seeds should be sown in boxes during the months of January and February. If possible replant once about two inches apart in light compost of leaf mold thoroughly mixed with one part of sand. Keep indoors in a frost protected place. As soon as danger of frost is over put into the open field in the full sun. Ground must be plowed ten to twelve inches deep. If set in a light or sandy ground, plant six feet apart, and if in heavy ground eight feet apart. Keep free from weeds and well cultivated; water them once a month. Do not cut anything off of the plants or stake the vines. The fruit will not rot when on the ground, nor will rainy weather harm it.

Seed per packet 25c; Trade packet 50c; per oz. \$1.00; per pound \$15.00.

Diener's Early Abundance Tomato (1925)

This is an early bearing variety of exceptionally fine market quality. Fruit reaches about four ounces. Flesh of deep red color and acid free. Poorly formed fruit is very rarely found in this variety. Per packet 25c; per oz. \$1.00; per pound \$15.

Prune Tomato (1925)

The prune tomato is a small tomato about the size of a prune and of oblong shape, growing in large clusters. The color is a deep orange scarlet. They are used in the manufacturing of fruit candy, sweet preserves, and are a splendid table fruit. Per packet 20c; per oz. 80c; per pound \$10.00.

Yellow Tomato (1925)

The outer skin of this tomato is of a chrome yellow coloring, the meat citron yellow. The weight of the fruit is about one-half to one pound each. It is of the very finest flavor and is excellent for salads. Per packet 25c. (Quantity price on request).

SAM SEBASTIANI CANNERY
Sonoma, California

November 19th, 1925.

Mr. Richard Diener,
Kentfield, California.

Dear Sirs:

We have given the Diener Tomato a thorough try out in the Cannery this year, having made both Standard and Solid Pack Tomatoes from them. We find that they weigh after cooking heavier than any other Tomato we have packed this year.

This is due to the fact that the Tomato is more firm and has less juice than many other varieties.

We are pleased to recommend these Tomatoes very highly for Canning purposes.

Very truly yours,

SAM SEBASTIANI CANNERY,
By Ralph E. Murphy.

* * * * *

Hollister, Cal.

Richard Diener Co., Inc.

Dear Sirs: It might be of interest to you to know that I was presented with 8 acres of your plants last year and had a most satisfactory yield. Sold 101 tons and gave several tons away. Did not irrigate. Largest tomatoes weighed 2¾ lbs. each. Many boxes of 45 tomatoes weighed 60 lbs. each. Cannery was always pleased to see my truck unload. Was not docked once. Many vines yielded over two boxes to a picking.

Yours,

HERBERT A. SCHULZE.

* * * * *

Auckland, New Zealand,
April 27th, 1925.

To Mr. Richard Diener.

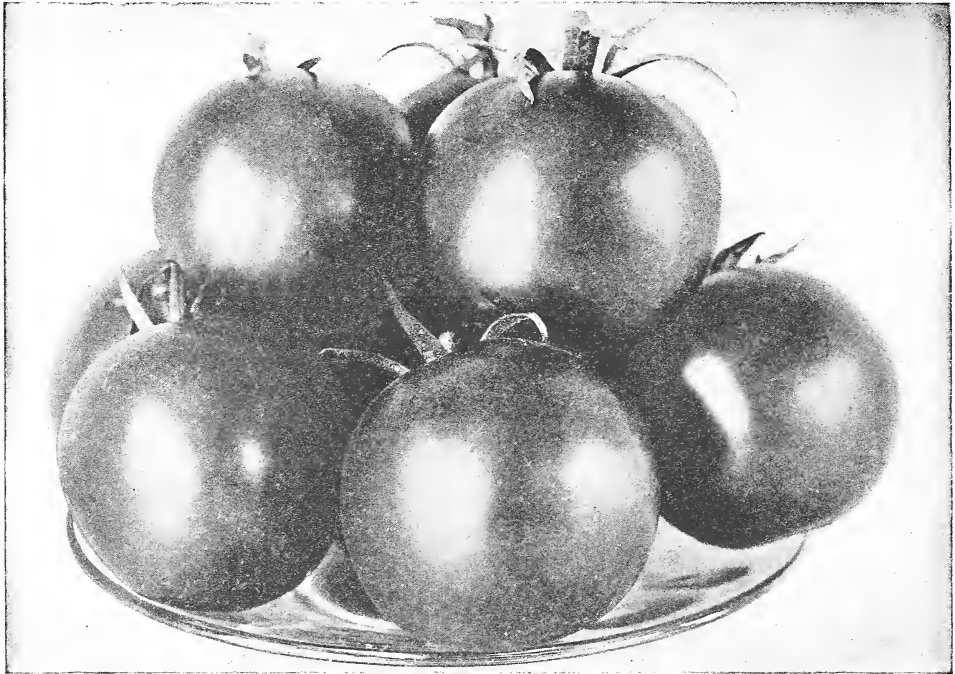
Dear Sir:

I am writing to congratulate you on your magnificent Tomatoes which I have grown from your seed, viz., Diener Tomato and the Pepper Tomato. The above seeds were sown on September 4th, 1924, in boxes, and we started picking the Tomatoes in March, 1925.

The Tomatoes are very solid and first rate for shipping. They are delicious eating and the flesh is very firm, not soft and watery like the New Zealand Tomatoes. They are the best I have ever eaten.

I remain, yours faithfully,

(Signed) F. STEPHENS,
P. O. Box 1648.



Pepper Tomato

Cross Between a Bell Pepper and Tomato
Produced by Richard Diener in 1922

The following six varieties are improvements on the Pepper Tomato which we offered previously and are results of new crossings which Mr. Diener made three years ago. We are certain they will rank higher than the tomato for salads and slicing. Having the pepper flavor added to the tomato it has a unique spicy taste. We have successfully shipped the ripe fruit as far as Chicago.

The Pepper tomato produces only well formed fruit. The fruit is egg shaped and resembles the bell pepper formation but is without the ridges common to both the tomato and the pepper. In planting set from six to eight feet apart. Plants must be in the full sun. Otherwise cultivation is the same as the tomato.

No. 1. NOVATO

Ball shaped, purplish scarlet color. Meat deep red. Single fruit weight is from four to five ounces. Early and free bearing. Per packet 25c; per dozen packets \$2.00.

No. 2. IGNACIO

Outer skin of orange color, oval shaped. Flesh deep orange. Very early and free bearing. Per packet 25c; per dozen packets \$2.00.

No. 3. PETALUMA

Purplish orange color. Fruit ball shaped weighing about four ounces each. Flesh red and solid. Very early and free bearing. Per packet 25c; per dozen packets \$2.00.

No. 4. TULARE

Oval shaped fruit, very solid, outer skin purplish orange; center of meat very light. Weight of single fruit four to six ounces. Very spicy and of peppery flavor. An early and free bearing variety. One of the best. Per packet 25c; per dozen packets \$2.00.

No. 5. SAN GERONIMO

Outer skin orange color. Weight of single fruit about five ounces. Early and free bearing. Per packet 25c; per dozen packets \$2.00.

No. 6. SONOMA

Deep purplish orange color. Meat red. Weight of single fruit one-half to one pound each. Early variety. Very prolific. Per packet 25c; per dozen packets \$2.00.

Collection of one packet each of the above \$1.00. Quantity prices of above on request.

April 18th, 1925.

* * * * *

Messrs. Richard Diener Co.,
Kentfield, California.

Dear Sirs:

Two seasons back I wrote asking you to mail to New Zealand for me one packet of Diener and also one packet of Pepper Tomato seed.

These duly came to hand and I thought you would be interested in knowing that I had wonderful success with the Pepper. The Diener was good but everybody thought the Pepper was something extraordinary, and that it was far superior to any Tomato grown around and about the Auckland district.

The manager for the Yates, Limited, who are the largest seedsmen in Australia, paid a visit to my home and was so impressed with the Pepper Tomato that he took full particulars of your address and decided to write you for a quantity of the seed so that he could put it on the market.

Yours very truly,

(Signed) MILES NELSON,
35 Charlotte Avenue,
Brooklyn, Wellington, New Zealand.

* * * * *

The Aztec Bean

The Aztec is one of the largest beans known. It grows in bush form, just like the Lima Bean, and is a perennial in places where it is not too cold or frosty. It grows like any other bean, but stands a great deal of drought. The flavor is unexcelled, and it may be eaten either as a green bean, or dry like the Lima. It is very prolific and we recommend all to give it a trial. An early Spring frost will not harm this variety. Per packet 25c.

Cucumber Seed "Sensation"

This variety is very valuable for forcing under glass and hotbeds as well as for garden growing. The fruit reaches a length of ten or twelve inches and is a deep green color. One plant will bring from two hundred and fifty to three hundred cucumbers in a single season if none are permitted to ripen on the vines. In a greenhouse, with a temperature of seventy degrees, the fruit will be ready to market within a week after flowering. Per packet 25c; Twelve packets \$2.50.

Miscellaneous

Prices are for Stock shipped American Express, Charges Collect.

AFRICAN LILY (*Agapanthus*) Blue and White, 50c each; \$4.00 per dozen.

ALPINE ROCK CRESS (*Arabis Alpina*), 10c each.

BOUGAINVILLEA. Out of three inch pots, \$1.00 each.

BOXWOOD (*Buxus*) for borders. Large \$5.00 per hundred; small \$4.00 per hundred.

CALLA LILLIES (White). Bulbs grown on our Kentfield farm are particularly good. \$1.25 per dozen; \$9.00 per hundred.

CANNAS—Duke of York (Pink mottled yellow). 15c each; \$1.50 per dozen.

Ehemanni (Large green leaves, red drooping flowers), 15c each; \$1.50 per dozen.

Eureka (Cream white), 15c each; \$1.50 per dozen.

Fiery Cross (Fiery Red), 15c each; \$1.50 per dozen.

Firebird (Scarlet), 15c each; \$1.50 per dozen.

Flag of Truce (White), 15c each; \$1.50 per dozen.

Yellow King Humbert (Large yellow speckled), 15c each; \$1.50 per dozen.

CHORIZEMA. Out of three inch pots, 50c each.

COLUMBINE (*Aquilegia*). Two year old plants, 25c each; \$2.50 per dozen.

CYPRESS (Italian) Two to three feet, \$2.50 each.

DRACENA INDIVISA. Twelve inch, 40c each.

GLECHOMA HEDEREACEA. 25c to \$1.00 each, according to size.

HYDRANGEA (Pink), 40c each.

INDIAN CURRANT (*Symphoricarpos Vulgaris*) Three feet, \$1.00 each.

IVY-BOSTON (*Ampelopsis Semperenvirens*), 35c each; \$3.00 per dozen.

IVY-ENGLISH. Out of three inch pots 30c each.

JAPANESE HONEYSUCKLE (*Lonicera Japonica*), 40c each.

LAVENDER (English) Eighteen inch, 50c each.

LOGAN-BLACKBERRY CROSSED. 50c each; \$5.00 per dozen.

LIPPIA. For lawns and embankments. \$1.00 per hundred.

MEADOW RUE (*Thalictrum*), 25c each.

MYRTLE. 25c to \$1.00 each, according to size.

NANDINA. Twenty four inch, \$1.00 each.

PANSY PLANTS. "Giant Excelsior," Large flowering and long stemmed variety in mixed colors. 35c per dozen, \$2.25 per hundred.

PAMPAS GRASS (*Gynierium Argenteum*) Large plumed. Out of six inch pots, 40c each.

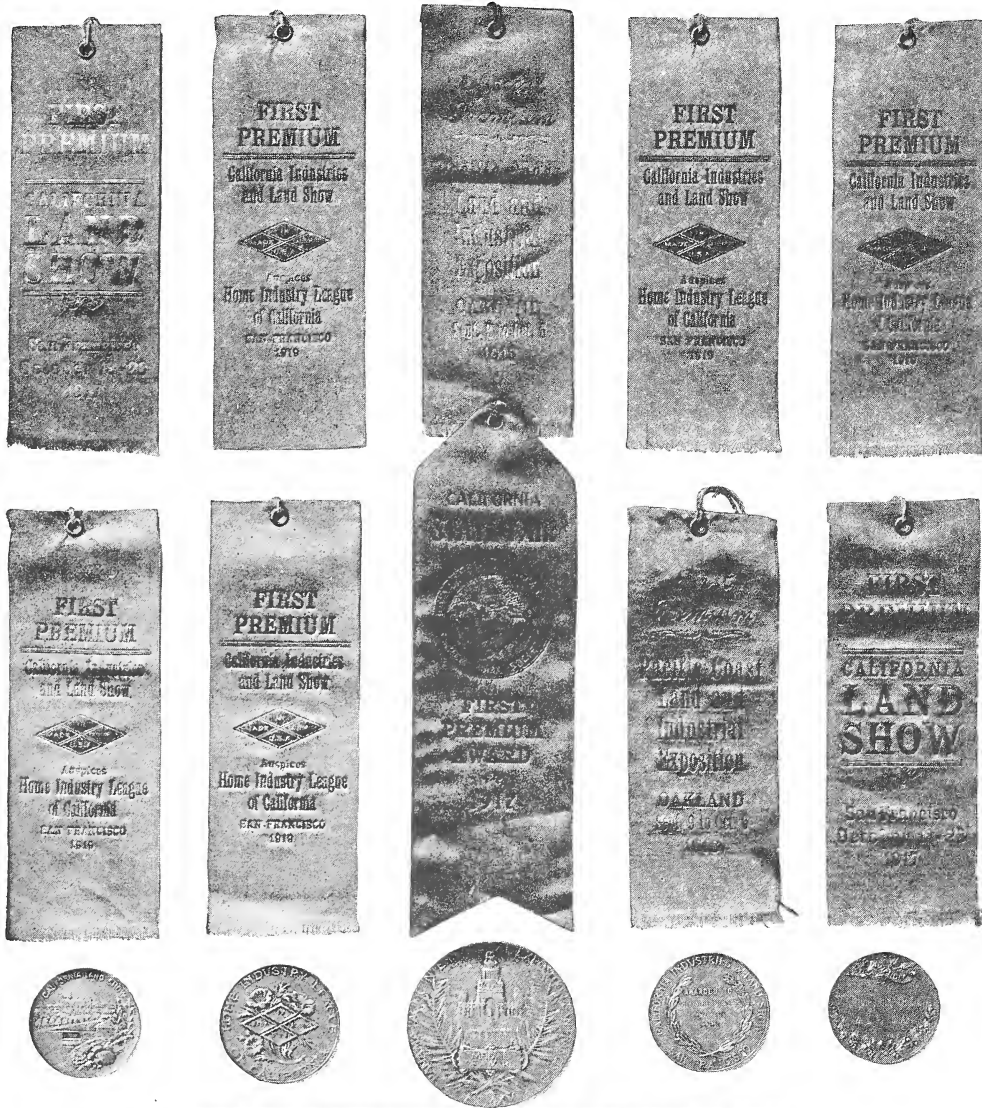
PITTOSPORUM. 20c each.

SALVIA. Out of three inch pots, 10c each.

SPIREA. 50c each.

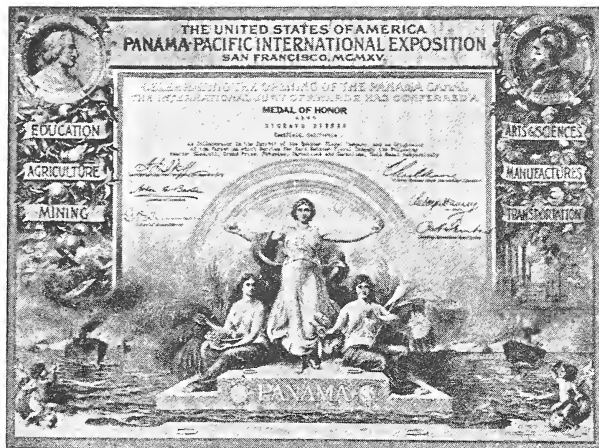
TAMARIX. 40c to \$1.00 each, according to size.

WAX PLANT (*Hoya Carnosa*) A climber with leathery leaves and wax-like blossoms. A hardy house plant. \$1.50 each.

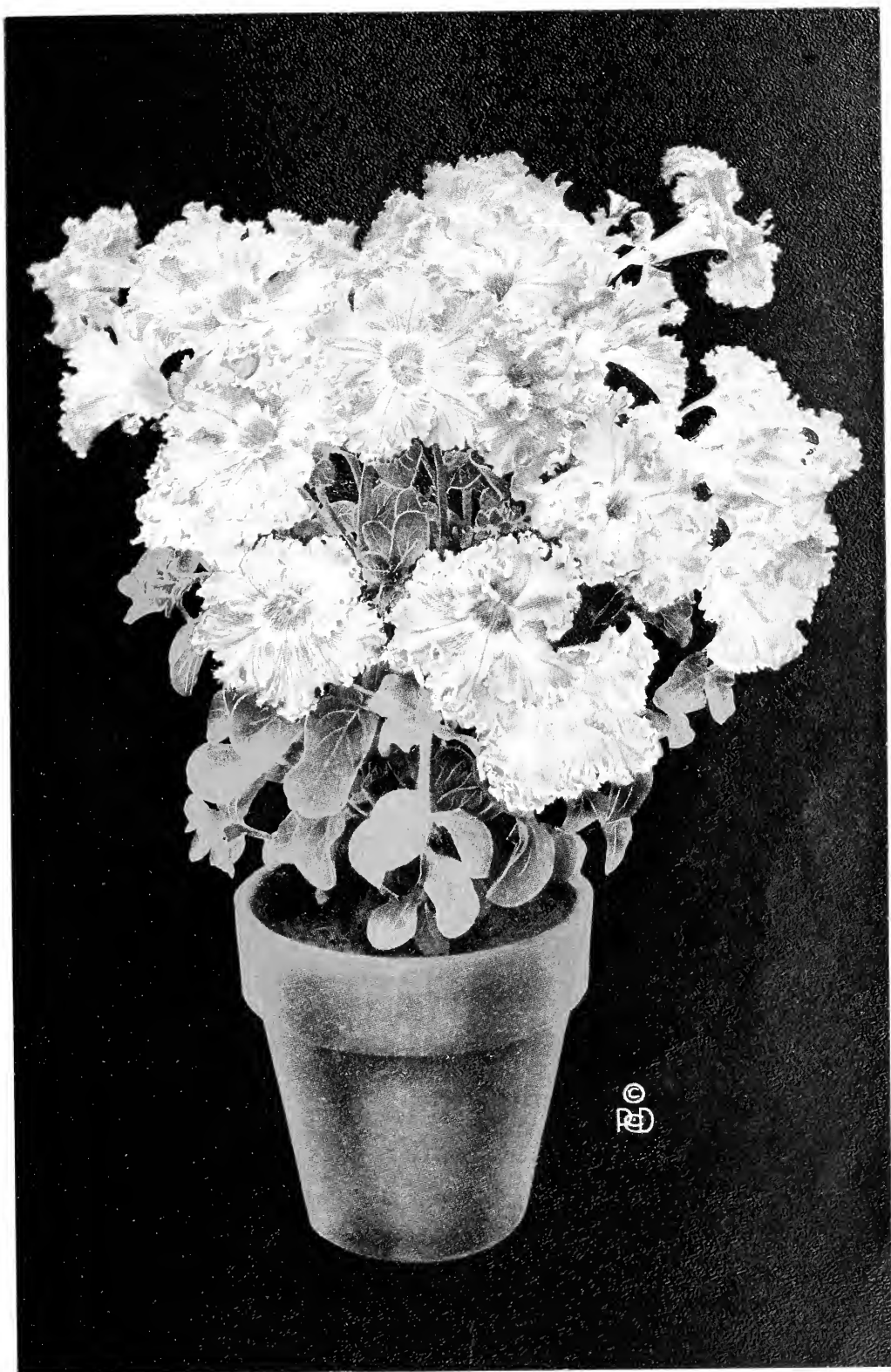


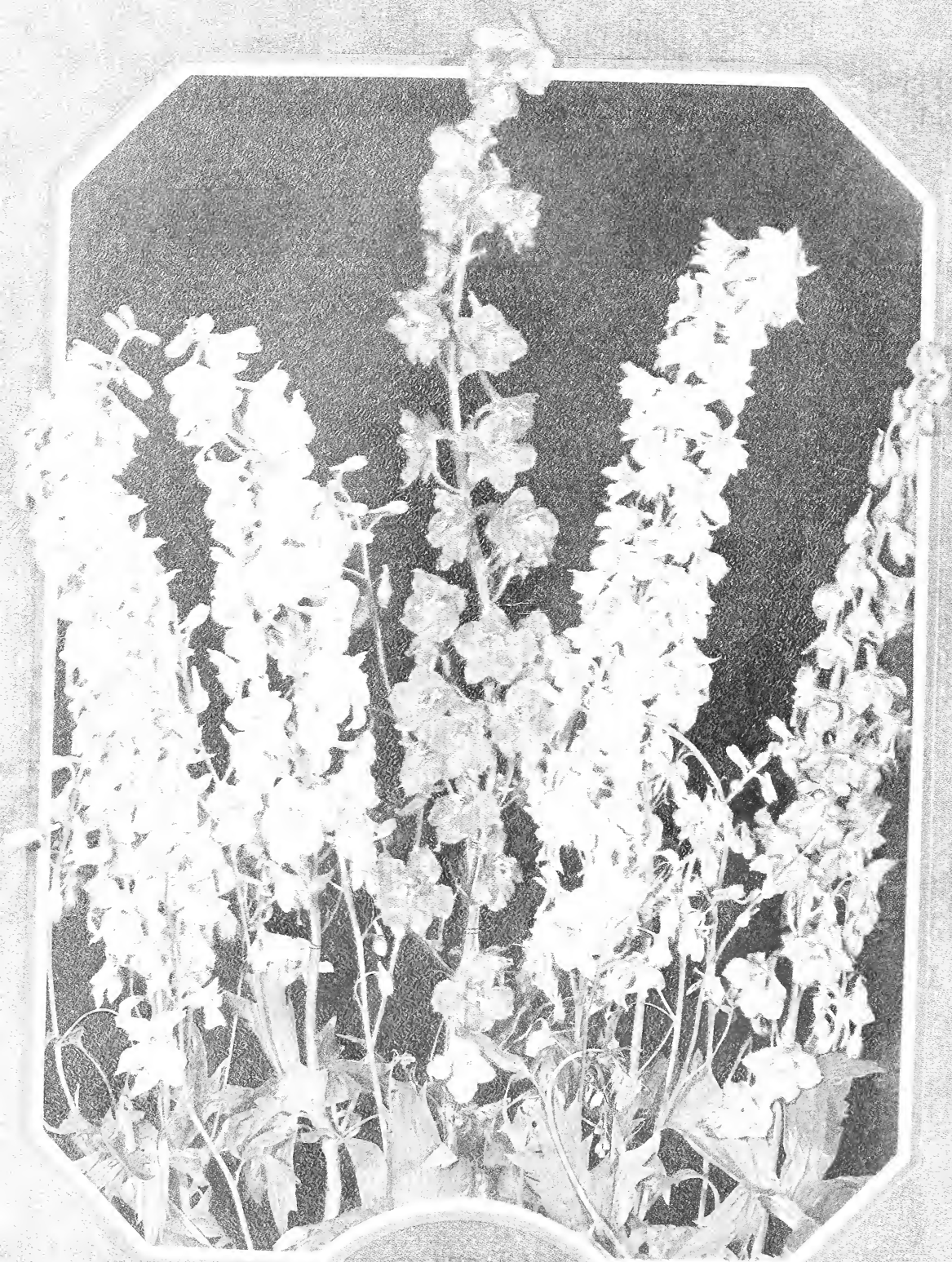
AWARDS

received
for the various
display of
our products



MEDAL
OF HONOR
conferred upon
Richard Diener
at the
World's Fair
San Francisco
1915





DELPHINIUM
"Dianora's Hybrids"